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"Tell the world your business, to do more business with the world"

Building Business

An Illustrated Manual for Aggressive Business Men

By NATHANIEL C. FOWLER, Jr.

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Prefatory

"Here's hands across the land, shake for more business"

The writer wrote this book because he wanted to, and because some folks said that many folks would buy it.

Acknowledgments

"Honor well placed"

THE writer has written a little book, entitled "About Advertising and Printing," an insignificant affair, intended to slightly cover the retail side of advertising.

He has written a number of articles for the general and classified press, upon the subject of advertising, his contributions appearing in *Printers' Ink*, *Fame*, *Profitable Advertising*, Boston *Globe*, San Francisco *Examiner*, Toronto *Globe*, Indianapolis *Sentinel*, Philadelphia *Press*, Chicago *Herald*, Philadelphia *Public Ledger*, *Men's Outfitter*, *The Mercer*, *The Commercial Enquirer*, *The Keystone* and *Press* of Philadelphia, and a number of other publications.

The available good, if there be any, in all that the writer has written, has been concentrated into this book.

The writer has expressed his personal gratitude to the following gentlemen, who have been of material assistance, by their advice and courtesy, in the preparation of this work: —

Mr. A. O. Kittredge, Editor *Metal Worker*, *Carpentry and Building*, and *Business*, New York, for very valuable practical suggestions, and general business advice.

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Messrs. Kilburn & Cross, wood engravers, Boston, for specimens of wood engraving.

Explanation

"Frankness is a law of business"

FOLLOWING some of the chapters are pages of paid advertisements. They were inserted for the profit there is in them, and to add to the value of the book.

This book must give definite information about advertising mediums of positive standing, and announcement data of things used in advertising.

It is as important to tell where good things can be obtained as to tell about good things to use.

Reciprocity is the first law of business.

Something for nothing isn't business, and never will be.

The printing of this information is of threefold value: to the writer of this book for the money there is in it; to the reader of the book for the information it gives him, and for the many styles of advertisement composition and typographical display presented; to the advertiser in the book for the business he obtains from it.

The author has not permitted a single announcement of questionable character.

A good proportion of these advertising pages were set up in the composing rooms of the several publications.

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"For all these things and more are there"

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History of Advertising

"A thing's a thing without a history to it."



HE author of this book is not by hearsay or otherwise acquainted with the pioneer advertiser. He does not know of any one who is.

The infant of business must have been the originator of advertising.

Centuries before printing was known, and when language had hardly risen above animal dialect, it is quite probable that somebody had something to eat for barter, and made effort to have somebody take it from him, for some kind of a consideration.

In those days when written terms were undiscovered, the chances are that somebody stood upon a rock, or hillside, or somewhere else, where folks could see him, and, in a way peculiar to his tribe, announced that he possessed something he would be glad to get rid of, if he was paid for it.

About this time advertising began.

Somebody, not certain about it, states that the first newspaper was published in England during the Spanish Armada panic, in the days of Queen Elizabeth.

This newspaper, which may have appeared once, and may have appeared a great many times, is said to have been named *The English Mercurie.*

The same historian claims that this publication was imprinted in London in 1583, by the Court Printer, Christopher Barker, and somebody else states that in 1588, instead of 1583, this paper contained three or four book advertisements.

Mr. Watts, of the British Museum, says he has proven, beyond question, that the copies of this journal on file, at his Museum, are the grossest forgeries, that everything about them, type, paper, style, and composition, show that they cannot be over two centuries and a half old.

The Weekly News, published in London, in 1622, was, perhaps, the first regular newspaper receiving advertisements. It contained scraps of foreign news, and not exceeding more than two or three advertisements.

In 1653, Cromwell gave to Scotland her first newspaper.

The first paper published in America is supposed to have been the *Boston News-Letter*, which was born in the year 1704. This paper contained a limited number of advertisements.

In 1830 the United States, with a population of twenty-three and a half millions, supported eight hundred newspapers, fifty of them being dailies, with a joint annual circulation of about sixty-four millions. In 1845 these figures were doubled.

It is quite probable that, with the introduction of a written language, sign-boards, painting, or drawing upon rocks, fences, and house-sides, furnished the pioneer method of regular advertising.

There is no data at all authentic to mark the period of the first written advertisement, but it must have appeared simultaneously with the introduction of written language.

There is, however, reason to believe that during the age of symbols, before there was a written alphabet, symbolical advertising made its appearance.

The ancient Greek and Roman records speak, in no uncertain terms, of hewn announcements, which must be reckoned under the general head of advertising.

Mr. Henry Sampson is the author of a very exhaustive work entitled "History of Advertising, from the Earliest Times." This work, published in London, by Chatto and Windus, is extremely interesting to any one who cares to go into the depth of advertising lore and history.

In a book like "Building Business," devoted, as it is, to broad modern advertising, there is little excuse for looking backwards.

The business of to-day is in presents and futures.

Present trade may be founded upon the past, but it draws its nourishment and life from the present, and reckons its longevity by the prospects of the future.

Advertising in its present proportions hardly dates back twenty-five years.

Without going into statistics, the statement can be made that the ad-

vertising of 1850 was not more than one twentieth of the advertising volume of to-day; that the advertising of the present time is nearly double what it was fifteen years ago; and that present advertising shows an increase of probably twenty-five per cent. over even five years ago.

Advertising has kept pace with the times; it has run ahead of the times; and it proposes to keep ahead of the times.

The youngest business man can remember when magazines contained only few advertisements, and the daily papers were filled with announcements of local firms, clumsily put together, interesting to nobody, and seldom read, even by the advertisers themselves.

During the last ten years, and particularly during the last five years, the quality of advertising has passed through a fiery revolution.

The brilliant minds of the country are now giving attention to the preparation of advertising.

Advertising has become a science.

Advertising has reached the platform of art.

The great artists, who but a few years ago threw their entire talent into historical themes, are today assisting the advertiser, in making his goods known throughout the world.

The greatest newspaper writers, and the most intellectual authors, are not above giving their time to the preparation of advertisements, which people will read, and therefore are profitable to the advertiser.

There is more real gray matter expended in the preparation of the advertising pages in the average leading publication, than there is spilled in the make-up of the literary department.

The man with the power to write a telling advertisement may have as fine a quality of brain excellence as he who can build literature, and create romance.

The man who knows how to direct advertising so that twenty-five per cent. of it is guaranteed to return in positive profit, will by and by find his monument in the same field with the memorials of the men who discovered the composition of electricity, or were able to regulate the sunshine.

Money Bringing Axioms

" The truth, the plain truth, and a good deal of it "

THE man who can not use advertising in his business has no business to be in business, and generally isn't.

The man who doesn't find advertising profitable in his business finds business unprofitable.

Every business and money-bringing method of every nature are healthful branches of the cosmoplastic tree of advertising.

Advertising is the oxigenic accessory before the sale.

Advertising is the salesman's ally.

Advertising is the preliminary workman.

Preliminary labor in everything must be handled with the nicest care, and is always given to the man of the quickest wit, and the most pronounced ability.

Some intelligent knowledge of advertising, and of that which pertains to it, is as essential to the success of well-regulated business, as is familiarity with debit and credit.

The day passed into history, half a century ago, when any brainy man dared to say that advertising did not pay.

Every merchant knows, and if he does not know he cannot be a merchant, that the more he advertises within reasonable bounds the more money he is likely to make.

Better spend much money in good advertising, and sell goods, than a few dollars, and stagnate.

There is just as much danger in not advertising enough as there is in advertising too much. In one case you decrease your sales; in the other, you waste your money. Money is wasted in both cases.

The claim made by a goodly number of advertisers that their advertis-

ing has not paid, and does not pay, although apparently true in their particular cases, is as unbusiness-like and silly as would be the statement of the farmer that good seed never brought good harvest.

Advertising, like everything else, must be made to pay.

Money can be lost in advertising, money has been lost in advertising, and always will continue to be lost, until the advertiser gives the same thorough business brainy attention to his advertising as he gives to every other vital department of his business.

Advertising is casting business bait upon the business waters, where the tide flows twice in twenty-four hours, ebbing as often as it flows, and flowing as often as it ebbs. Nothing remains in one position. The currents and the tide keep it forever in motion. It must come back to somebody, as likely to you, more likely to you, for the shrewd advertiser has a strong line to his bait.

Advertising is like the sowing of seed, its success depending upon the way it is planted. Scattering seed will grow grass, for wherever the seed strikes, if the soil be at all fertile, it must spring into something, and even weeds have some value.

Advertising seldom sells goods directly.

The burden upon advertising is to draw attention to the articles for sale, teaching the first lesson in prospective purchasing.

Advertising brings people to the store or office, and there its mission stops; — then success depends upon the quality of the advertised, the price of the goods, and the salesman. But let it be emphatically said here, that, in the evolution of selling, to the medium which brings the possible customer to the store or place of business, furnishing the always difficult to forge connecting link between buyer and seller, is due half the credit of the trade; and, the world over, inventive genius has not devised a substitute for legitimate advertising.

Many an unsuccessful merchant claims and believes that advertising does not pay people in general, and himself in particular, and from his experience he speaks seemingly reasonable truth. His advertising did not pay. So might the farmer complain that his poor seed brought no harvest. The fault was in the farmer and the seed, not in the principles of agriculture. Advertising does pay, and will pay; but the advertiser must make it pay.

Probably a fair percentage of all advertising prepared and placed has been of little or no advantage to the advertiser.

Probably half of the food which we eat does us no good, and if the doctors are to be believed, a good deal of it does us positive harm.

The argument against advertising, that it does not always pay, is as senseless as the argument against eating food, because some folks have made themselves sick eating some kinds of it.

To get nourishment out of the food one must adapt the food, its quality and its quantity, to the physical system.

To get good out of advertising one must adapt the quality and quantity of the advertising to the goods he has to sell, and to the people who may buy them.

It is easy to lose money by poor advertising; just as easy as it is to lose money through any other blundering movement; and as advertising is one of the recognized departments of business, it is as easy to make money by it as to make money out of the proper conduct of any other part of the business.

The intelligent, shrewd attention which is given to selling should include advertising.

If the average business man gave the same slip-shod attention to buying and selling as he does to the framing and placing of his advertising, the poor houses of America would be the retiring homes of most business men.

Advertising is not an experiment, nor is it a business side issue; it is a part of the paraphernalia of business necessity, to be studied and experimented upon as one studies and experiments upon the other departments of the business house.

If advertising does not pay, it is simply because it is misdirected.

The colossal fortunes of trade have been made, and are to-day being made, with advertising recognized as one of the important and essential factors of their success.

The advertiser may not be recognized within the self-made portals of the local aristocracy; his circulars through the medium of the mail may remain unopened; but his money can buy a place within the pages of the newspapers, and his name and trade will force respectful attention if his announcements be carefully arranged.

There is no stratum of society not reached and influenced by advertising.

The bluest blue-blooded descendant of the oldest family, who prides himself upon his impenetrability from things common and commonly, is affected, and proves that he is by saying that he isn't.

In no place within the reach of the mail can there exist an impregnable spot.

Advertise goods, not the men who sell them.

The public care about the reputation of the firm, and that is about all; beyond that the firm name is but a name of place.

That which is advertised attracts and holds attention.

If one-half of the space is used for the firm's name, nine-tenths of that half is wasted.

Generally speaking, spasmodic advertising is as silly as spasmodic eating.

To expect a single advertisement to pay is as foolish as to hope to grow fat from the effect of one dinner.

Persistent advertising is absolutely necessary to success.

The substance of a year's advertising cannot be done up into a single ball, and fired at one loading.

The advertiser whose advertisement appears to-day, and is out to-morrow, generally is out of trade both days.

The man who expects to put ten dollars into an advertisement, and get it back before the ink is dry upon the paper which holds it, is as badly deceived as is the one who depends upon getting his money for the season's crops before the tops are an inch out of the ground.

The benefits of advertising are indirect, more than direct.

The continuous appearance of an advertisement is an endorsement of honesty and permanency.

The merchant who appears in print but once is regarded with suspicion.

Do not begin to advertise unless it be the intention to stick to it for three months at least.

Prosperous advertising means regular continuous advertising.

The stopping of an advertisement, even for a while, brings a liability of counteracting the success already acquired, during the time the advertisement was running.

Do not infer that it is considered advisable for all lines of trade to give the same attention and amount to advertising the year around, for it

certainly would be foolish for the manufacturer of ice-skates to push his retail business during the iceless days; or for the base ball maker to try to sell his wares when the ball ground is white with snow. Reference is made solely to the alleged dull season, when general trade is generally said to be generally dull.

There are few lines of trade, however, which can afford to entirely withdraw the advertising during any part of the year. While the so-called out-of-season advertising is pretty certain not to assist direct sales, it is generally advantageous to advertise moderately throughout the year; for it is seldom safe policy to give the public the slightest opportunity to forget the advertiser, even during the non-purchasing season.

Economy in advertising is to be practised, but economy does not mean annihilation.

Advertising ranks with death and taxes in its obliviousness of dates and seasons.

When times are good business is brisk, and prices are firm. The well filled pocket suggests expenditure. The retail stores are full, trade is experiencing a genuine boom, business could not be driven away with a club. At about this time the average business man is lavishly expending money for advertising. Ten chances to one he is spending ten times as much to advertise goods which are in positive demand as he is to advertise goods which particularly require advertising.

When business is brisk proportionate advertising should always accompany it. Then the burden on the advertising is to direct trade more than to create it, to drive hesitating trade into those corners of the store which are seldom visited by general buyers.

"Times are dull, business is duller," so growl the business bears. Naturally the business man turns his study to economics, and very likely worries himself into a severe attack of business parsimony. Because the buyer is practising frugality, the business man hacks down expenses with broad axe blows, instead of intelligently cutting them with a fine toothed saw.

The progressive business man should lead, not follow, his customers.

In dull and quiet times necessities are of more interest to people than luxuries, but half the people do not know all they really need until someone tells them, and the best friend on earth cannot give them this desired information more convincingly than can the well worded advertisement.

To take the advertisement out of the paper during the so-called dull times is about as bad as to stop feeding the horse because the present weather is unsuitable for using him.

If there be nothing particularly new to advertise, there is not a particle of need of temporarily withdrawing the advertisement. Develop ingenuity, dust up the old things, make them look like new, put life into the business, strike for trade, advertise, make trade lively by being lively.

Any ordinary man can sell goods when folks want to buy.

The total profit on the balance sheet at the end of the year depends largely upon the sales of the so-called dull season.

There is no dull season in a live store.

Advertising is both a preventive and a cure for dull times. In good times it should be taken; in dull times it must be taken. It should be in the system all of the time; the more sickly the business outlook the bigger should be the doses.

The wholesale store of staple commodities may claim that advertising in trade, or other business publications, and in national mediums, is not necessary, where the bulk of the selling is done through the personal pressure of commercial travellers.

In selling goods at wholesale, business reputation is almost as important as the apparent quality of the goods; in fact, a great majority of buyers do not purchase with their eyes, depending largely upon the business standing and integrity of the concern of whom they are buying.

There is no better or cheaper way of building up business standing than free and liberal, and at the same time dignified, business advertising.

A drummer cannot have a better introduction to a buyer's store than the introduction of the Press.

The wholesale house which advertises liberally must be known, by name, at least, throughout the country, and while that advertising seldom sells goods directly, every drummer who has studied the subject is impressed with the tremendous advantage given to him in making sales, by the persistent, regular, dignified, and liberal advertising of the firm which he represents.

The product of the printing-press, whether in cards, circulars, flyers, posters, or newspapers, is the fundamental nucleus around which collects all that which is of money-attracting quality.

Advertising is casting business bread upon the business waters, which returns in business profits; perhaps not every time; but in the philosophy of the mercantile sea the tide of profit as often flows as it ebbs, and advertising is the only oil which can stay the breaking of a panicky wave.

A merchant expects to sell say twenty-five thousand dollars' worth of merchandise in a year, at a profit of twenty per cent., or five thousand dollars. His expenses amount to half of it, giving a net profit of twenty-five hundred dollars. It is perfectly reasonable to presume that from fifty to one hundred per cent. more business can be done, if trade can be secured, without proportionately increasing the expenses.

Good business principles will allow a large percentage for the obtaining of additional trade. A part of the prospective gain must be paid for in printer's ink. Advertise, and always invest a good proportion of the extra profit in additional advertising.

"What do you mix with your paints?" was asked of Opié, the great artist. "Brains," was the reply.

"What do you use in the direction of your general business?" may be asked any successful business man; and invariably he will answer "Brains!" "And what is the potent factor of your advertising?" Again "Brains" must be the answer.

You can saw wood under the direction of the spinal marrow, but you cannot advertise successfully without calling into active use the choicest cells of genuine cranial gray matter.

Someone, perhaps, is thinking of that old-fashioned conservative objection of "What's the use of advertising when my business is the only one of its class in town?" and with it comes the "Me too," saying, "Our custom is so settled and solid that all the advertising in the world cannot increase it."

Lack of competition is no excuse for lack of advertising. One may have the only store or office of its class in town, the mercury of local competition may be frozen out of sight in the business barometer, but every mail brings in the announcements of houses, which, with the express as an accomplice, permeate the trade atmosphere of the town.

The business which is fortunate or unfortunate enough to be the only one of its class in town, has need of advertising, to inform the public that

it exists at all; and persistent, liberal advertising is one of the best preventatives for coming competition.

There is not and cannot be a trade so permanent and full, and so well protected, that it cannot be scorched by the fire of competition.

The successful non-advertising wholesaler or retailer, in any trade, if progressive, sooner or later experiments with advertising, for more business — and generally receives it.

The question is not whether to advertise, but how to advertise most successfully.

Advertising not only brings trade — it directs trade; it creates trade.

Half of the customers in any community do not know all they want until somebody tells them; and no matter how small may be the community, no man's tongue, nor any woman's tongue, can cover the field.

You have something to sell; there is somebody who needs it; connect that something with that somebody and there is a probability of a trade; and the world over, the experience of every man who has made a success in any line of business or trade proves beyond a doubt that advertising is the only medium which will bring a prospective buyer to the store, when everything else fails to get him there.

Advertise one article at a time.

An advertisement mentioning a dozen, or twenty, or even fifty articles, of trade may be interesting to the advertiser, and to the advertiser's wife, or to the office boy, but the public will not read it; consequently it is almost useless.

If the advertisement be a recapitulation of the principal things for sale —a sort of conventional index—the public will glance at it, but no one glance, or even two glances, can extract the meat from that kind of advertisement, which is nothing more nor less than a story of the salable wheat, so arranged as to look like a conglomeration of chaff.

Advertisements are sometimes studied, but the majority of them are glanced at, and the glance is what the business man is after.

If the advertisement be so brief, and so pointed, that a glance will absorb the whole of it, or absorb enough of it to make the reader remember it, then the advertisement has accomplished its whole mission.

One advertisement well written, and well displayed, is worth a dozen indifferently made up advertisements.

Effective advertising is always distinctive, sharp, short, pointed, and, above all, original.

All being equal, the larger the advertisement, the more it will be read; but an attractive, well-written, small advertisement will do more good than a poorly-written one of three times its size.

In advertising, both quality and quantity count, especially the former.

Well written advertisements are more than fifty per cent. news.

At certain seasons of the year the advertising columns of any publication are as much read and studied as the news columns.

There is no department of business which is handled more poorly than advertising. It is the only department of business which no man understands perfectly, and which few men understand well. It is the department of business which needs the keenest insight, the most careful care, and the most continuous study.

Some Trades Which Advertise

"Tell folks your business, that you may do business"



NYTHING salable, particularly if it be sold at retail, may be advantageously advertised.

Everybody reads, and everybody buys.

The proportion of space and money to be used for any article or line of goods, general or specific, depends entirely upon the things advertised, the class of people who buy them, and the quantity and quality of the purchasing field.

This chapter is divided into trade classifications, simply for convenience.

What is said under any one classification applies more or less to all.

The entire contents of the book are intended to be of value to every trade and profession.

This chapter is presented as a sort of explanatory index, to assist the reader in utilizing the general substance of the book.

It is obvious that the most liberal space will not permit of special advice in every line of business; therefore the leading lines only are mentioned, it being expected that the reader can easily adapt what is said about some particular trade to especially fit his unmentioned line of business.

This chapter does not attempt to cover the broad field of national advertising; it is exclusively for the benefit of retailers.

Agricultural Implements are largely sold to the farmer, and must naturally be advertised to reach this particular vocation. The local paper, particularly the local weekly, and the more so if that weekly be published at a county seat, is supposed to reach nearly all of the surrounding farmers. The national advertiser of agricultural implements will, of course, use the national agricultural papers, and those particularly devoted to this in-

dustry; but the local advertiser, who wishes to especially push agricultural implements of any kind, has but two ways in which to advertise his business; one, by local paper advertising; the other, by circulars, and the distribution of catalogues. The two together, properly handled, will bring the better result. Local paper advertising is certainly the leader, giving to the other its value, in so much as it works in harmony with newspaper advertising. If a dealer sell only agricultural implements, it is generally advisable for him to keep a small card in the local papers during the entire year, in order that his seasonable advertising may be connected, and its latent strength not lost. Advertisements of agricultural implements should always be specific, not general. Under no circumstances should two things be advertised at the same time, unless the advertisement be distinctly and sharply divided. Let the advertiser advertise a hay rack one time, a corn sheller the next, then a plough, then a harrow, then a cultivator. An entire column may be well filled with an advertisement of shovels, of every size and style. Perhaps folks may wonder why so much space is taken for so insignificant an article as a shovel, but every farmer and man with a yard uses a shovel, breaks a shovel, wears out a shovel, and wants more shovels. This wonderment will materially help in influencing the possible buyer to inspect that shovel which is being advertised so much, and the shovel may be the leader which starts a train of purchasing, never before laid, to the advertiser's store. A dealer in agricultural implements frequently, and generally, carries a line of machines especially adapted to amateur gardening, lawn mowers and other articles used at the homesteads and houses of business men. Advertising to reach this class of people should be particularly bright, and extremely brief. It should be in a different style from that used to reach the farmer. The farmer is willing to read a great deal, if he reads anything at all, in the advertisement; the business man will read very little, and he must be hit squarely between the eyes, at the first advertising blow, or he will not be affected. It is impossible to mention the exact amount of space which any dealer in the agricultural line of goods should carry in the local papers; it depends upon the business he does, the condition of the field, and his own enterprise. Let him remember that he had much better advertise before season than after season, and that before-season advertising is frequently as effective as advertising in season. He should begin his extensive

advertising a month before he expects to sell a single article advertised. See HARDWARE.

ARCHITECTS are supposed to occupy positions of great business refinement; therefore they cannot, with propriety, do extensive advertising. The architect's best advertisement is the building he builds, supplemented with a neat card in the local papers, if the field of his labor admits of newspaper advertising. In large cities the architect cannot advertise very extensively, to advantage, in the local papers. In medium sized places, he can build up a business by newspaper advertising. A progressive architect will see to it that the Press gives him full credit for every thing he builds, not in a puffy way, the praise to be entirely directed towards the work, not to the architect. Architects may find it profitable to issue small pamphlets or tracts, each devoted to some line of architectural or similar work, such as "About Mantels," "Artistic Doors," "Unique Mouldings," "An Ideal Drawing Room," "A Perfect Hall," "Hard Wood Floors," "Ventilation," "Hot Water Heating," "Steam Heating," "Where To Put The Furnace," "Fire Places," "Frescoing," "Wall Paper Harmony," and other subjects of interest to any one building a house or other building. These little pamphlets can be issued with his compliments. The architect can easily have them printed in some prominent local or national publication, and can reprint them from this publication without it being apparent that he has done so, for they can appear as

About Doors,
By John Smith, Architect.
From the Smithville *Times-Journal.*

If the article has appeared in the Smithville *Times-Journal*, the architect has a perfect right to reprint it, unless the paper is copyrighted. By circulating it with the name of this paper appended, the reader is not likely to mistrust that the architect paid for the printing of the article in folder or pamphlet form. These little things help very materially. Any architect is supposed to be sufficiently educated to be able to write understandingly upon his profession, and the more he writes, if he uses common sense and brevity, the more prominently it will make him become, locally if not nationally. See REAL ESTATE.

ARTISTS, so far as advertising is concerned, might in business be reckoned one scale higher than architects, that is, they cannot, with propriety, do as much advertising. The artist should cultivate the friendship of newspaper men, that they may assist him with complimentary notices, and mention his pictures whenever they are publicly displayed. Beyond this, unless the artist intends to do exclusively commercial work, he has little or no opportunity of doing what might be called progressive advertising, or really any advertising at all.

AUCTIONEERS have generally found benefit in advertising extensively but periodically. The auctioneer has two definite objects in advertising; first, to advertise property or goods he has for sale, and second, to obtain property or goods to sell. The success of the auctioneer is largely dependent upon his ability to obtain respectable auction prices. While extremely low prices may bring buyers to his rooms, and give him the appearance of doing more business, it often happens that these low prices prevent the auctioneer from obtaining first class business. The advertisement of any sale should be explicit, with a free use of all commendable and truthful adjectives. It is generally supposed that the average auction advertisement is far removed from reasonable truth; therefore the auctioneer should be very choice in the use of extravagant terms, and when he uses them, to preface them with sufficient explanation to convince people of his honesty. The word "auction," although thoroughly conventional, attracts people; it generally should appear in very large type, and be made a prominent part of the heading, to be immediately followed or preceded by a headline-description of the property to be sold, as "An Elegant Residence," "A Comfortable Home," "A Charming Country Seat," "A First Class Farm," "A Handsome Four-Story House," "A Suburban Palace," "A Honeysuckle Cottage," "A Bridal Bower," or other title which, either directly or by inference, explains the property on sale. If the auctioneer be an extensive advertiser, he can easily have a full report of his sale appear in the reading columns of the local papers, as a matter of news, with full credit, in an indirect way, given to the auctioneer. In a sale of general merchandise, like bankrupt sales, or regular auction-room sales, the auctioneer will find it advisable to follow the methods of large retail concerns, handling the lines of goods he pur-

poses to sell at auction, and in this case even more than in that of real estate auctioneering, the auctioneer must run very heavily towards fact, not over-describing the goods, but telling the actual truth about them. The auctioneer who has the confidence of the public is the auctioneer who will do much business next year, even if he does little business this. The auctioneer, although he may be reckoned among intermittent advertisers, cannot have good excuse for not advertising during certain seasons or off-seasons. The auctioneer should have his card in the local papers, regularly and almost continuously, no matter how much it may be reduced in size. The public must not forget the auction-rooms, or that the auctioneer has an office for auctioneering purposes. When he has nothing to advertise, let him advertise that he desires things to be sold. The success of auctioneering depends upon publicity; the more publicity to it, on general principles, the more success and profit. The auctioneer is a natural advertiser, depending largely upon advertising for business. See REAL ESTATE.

BAKERS should not, as a general thing, advertise their business generally. They should advertise specialties almost exclusively, such as "Our Brand of Cream Bread," "Hot Muffins," "Home-Made Brown Bread," "Wheat Gems," "Old Fashioned Gingerbread," "Cookies of Our Daddies," "Light Biscuits," "Virginia Corn Bread." If possible, originate a specific name for some line of food, as "White Cloud Biscuits For Tea," "Saturday Brown Bread," "Snappy Gingersnaps," "Young Ladies' Cookies," "Excelsior Bread;" and having obtained a proper name for the article of general demand, push that article continuously and extensively until a better one is discovered. Bakers are continuous advertisers, because people buy bakers' goods all the year around, as much in one season as another. Bakers are not extensive advertisers, because the volume of their business does not generally admit of a heavy expenditure of money, but anything from two inches to six inches, in every issue of the local papers, is certainly not too much for any first class baker, unless the baker be located in a suburban district of a large city where he cannot find any publication distinctly covering his field. The baker can use special announcements to great advantage, particularly when he is introducing any new line, or an old line with a new name.

All printed matter should be gotten up in simple taste, white paper being invariably used. Let the baker be particular to speak of the purity of his goods and their healthfulness and general strength-building qualities, and for fancy lines healthfulness must not be forgotten, and more or less said about the dainty taste and general appearance of eatables. Never forget that many people do not realize that an after-tea-cracker is a very good thing for general lunch, until some baker, or somebody else, tells them so. Cleanliness is an essential in every bakery; the extreme of neatness is to be earnestly recommended. All the advertising in the world will not sell eatable goods, if the articles rest upon dirty shelves, or are sold by untidy salesmen and saleswomen. Wholesome bread needs wholesome looking clerks to sell it. If the baking rooms join the store, it is always well to have them in company attire. Invite the customer to inspect the alleged mysteries of professional cooking; have the cooks and assistants in clean clothes and white caps; be sure that the baker's boy has clean hands, and is otherwise presentable.

Banks. — While banks are supposed to be conservative, aristocratic institutions, no bank can afford to ignore all forms of advertising. The announcement of exchange and drafts is particularly recommended, and is known to bring into the bank new and increased business. If the bank be located in some large city, it can attract new business by constantly keeping the name before the public, occasionally printing the names of the officials and directors. If a large check passes through the bank, there is no necessity of telling the name of the signer, unless he be willing, but the mention of the size of the check is worthy of a place in the news columns of any local paper. Any bank is more under obligations to its depositors than are the depositors under obligations to the bank, and an occasional courtesy done in the way of presentation, such as check books, a little better bound and engraved than is usual, to the largest depositors, little memorandum books, or anything of labor-saving office or pocket use, certainly can do the bank no harm, and is liable to do it much good. No bank can well afford not to carry an unobtrusive standing card in the local papers. In every savings-bank there is at least one clerk capable of preparing an interesting, statistical article, showing the value of systematic saving, which article will be gladly accepted and

printed gratuitously in the local papers, with full credit given to the clerk, and to the bank he works for.

Barbers may find profitable semi-humorous advertising, using such head lines as "He Slept While I Shaved Him," "The Chair of Luxury," "Never Against the Grain," "Hair Cut While You Wait," "Hair Lifting to Order," "A Sand Papered Shave." The barber can generally afford a two-inch card in the local papers, unless he be located in the larger cities. The condition of the shop should always be as neat and attractive as the advertisement.

Bicycles. — The local bicycle agent cannot afford to be without a reasonable amount of advertising in the local paper. Bicycles, like many other lines of goods, manufactured or controlled by large manufacturers, receive a very extended amount of general advertising through general mediums, which advertising benefits the local agent in proportion to the size of his territory. The bicycle agent must be on good terms with the local editors and reporters, and there is nothing better with which to pave the road to perpetual journalistic friendship than the courtesy of a certain amount of advertising. The advertisement should be changed every week, if possible, and a little attention will make it possible to make such changes. Whenever a machine of the make sold by the agent is the first to cross the tape, see to it that the local paper, in the report of the race, mentions the name of the machine. A simple mention of the name of the machine ridden by the winner is more effective than an indiscriminate effusion of adjectives, which discloses the cat-in-the-meal to the most ignorant reader. Aid in creating so much interest in cycling matters that the local papers will, at the suggestion, print regular cycling notes as news matter, and, among those notes, if you are an advertiser in the papers, it is very easy to secure more or less mention of the machine sold, without its having the appearance of being an advertisement. Encourage bicycle meets and races; organize clubs, and interest agricultural fair managers in having bicycle races a part of the out-door attractions of the fair, and offer to take charge of the event without expense to the fair association. Organize runs and tours; see that the local papers know about the affair in advance, and about it afterwards. If the machines sold by the agent

stand the heavy test of road riding, ask the local paper to modestly, and in a newsy way, mention the fact. Lend bicycles free of charge to local newspaper men; teach them to ride, and in every way show them the utmost courtesy. The bicycle agent who is not popular with newspaper men, and with riders, and would-be riders, has no excuse for being a bicycle agent. Advertise generally about cycling — tell of the delightful exercise, the healthful happiness there is in it — how economical it is — how easy it is to learn. If there were a thousand times more cyclers than there are, some folks would be prejudiced against cycling — some folks are prejudiced against anything. Use cuts part of the time — don't use cuts all of the time. Write advertisements to tell people what there is in cycling — convince them of the character of cycling — you know what it is — let them know as much about it as you do — tell them in your advertisements — preach the Gospel of Outdoors as it has never been preached before. Folks live indoors too much, now-a-days — they know it — don't realize it — will if you tell them so. Don't make your advertisements technical — have 'em free and easy — folks don't understand bicycling like you do, and never will want to. The bicycle to them is a means to an end — it is what they can get out of it. Make bicyclers first, then make them buy of you. It's as hard to do one as the other — make bicyclers first anyway. If they don't buy of you the first time, they will by and by. Do advertising on the broad basis — it'll all come your way sooner or later. Bicycles should be advertised at least eight months in the year, to the extent of a card in the local papers of from two to six inches. It is as important to advertise before season as during season; the bulk of the advertising should be given during the six or eight weeks preceding the season and during the first half of the season. See Sporting Goods.

Bonnets.— See Milliners.

Books.— See Stationers.

Boots and Shoes. — The boot and shoe retailer cannot reckon himself among the heavy local advertisers. The full pages belong to the dry goods men and clothing dealers, and a few other lines of trade doing enormous business. But the shoe man cannot figure himself among small

advertisers. He has need of more advertising than the blacksmith, the drug store, and the jeweler. His proper position in the advertising field is half way between the extensive advertiser, and the smallest advertiser. Few boot and shoe men can afford to have less than two or three inches of space in every local paper of respectability. The majority of retailers can carry to advantage from six inches to half a column in the leading local papers. Advertise one thing at a time. The woman who wants a pair of rubbers is attracted by the big line reading

"RUBBERS FOR 60 CENTS,"

when she would not notice the conventional advertisement reading

"John Smith & Co.,
Dealers in
Boots, Shoes, and Rubbers."

It is not good policy to advertise two things at a time, unless those two things are separated in such a way as to give each one the benefit of apparently occupying a distinct position. A five dollar pair of boots, and a six dollar pair of shoes, while both are interesting to the reader, have not together the pulling power that each would have by itself. If you have a five dollar pair of shoes to advertise, advertise them today, but don't advertise a three dollar pair of boots the same day. Advertise rubbers as near to wet weather as is possible. Anticipate rainy days if need be. If it looks like rain put up a large pair of rubbers or rubber boots, labeled, "No Wet Feet," "Don't You Wish You Had 'em!" "Dry Feet for 65 cents." If "Old Prob" predicts rain or snow, make the most of his prophecy. Head your advertisement, "It Is Going To Rain," "Look Out For Snow." When school opens have a good deal to say about school shoes. Shoes for children are of the best specialties for advertising. Emphasize the wear. Offer a prize to the school boy or girl who can wear out a pair the slowest with ordinary use. When vacation begins let people know where tennis, yachting, hunting, or bicycling shoes can be procured. See that the cold weather does not get ahead of the announcement that the winter's stock is all in — provided it is. Have a shoe maker in the window, mending shoes. Advertise foot-wear to fit

not only all sizes of feet and all tastes of people, but all seasons and occasions, and spring upon the public the right kind of shoe at the ripest time for selling it. A run on any particularly attractive shoe will sell many of them, and bring new general business.

CAPS.— See HATS.

CARPET advertising must be adapted to particularly reach the women. The woman who is not influenced by a well written carpet advertisement never had, or will have, a carpet about the house. Advertise one style of carpet at a time; then try rugs; then straw matting, if in season. Under no circumstances, advertise more than one line at once unless in so advertising your advertisement is made up into sections, apparently distinct and separate from each other. A full page can frequently be used to advantage in the advertising of oil cloth. The woman who is looking for a piece of oil cloth for her kitchen floor is not interested in the advertisement which reads: —

John Smith,
Dealer in Carpets,
Straw Matting, Rugs, and Oil Cloth.

Although she is perfectly well aware that every carpet store carries oil cloths in stock, she is ever anxious to do business with that store which is apparently making a specialty of oil cloth selling. A very bright advertisement can be made on oil cloths, or straw mattings, or rugs, or any other line of carpet regulars, without there being a new piece in the store. The regular stock can be rearranged and handsomely set forth, and have all the appearance of business, for it is new. There is no misrepresentation in making a run on oil cloths, or any other line of carpet trade, provided the advertiser has what he says he has, and simply creates an interest in these particular lines. The general idea that a carpet dealer must advertise every kind of carpet he has in the store, because there are people who may want some class of carpet, and do not care for the class advertised, and therefore are liable to go to some other store, is the sheerest kind of business nonsense. No carpet man can at any one time cover his field completely. The only way to do is to cover it as

well as he can. Specific advertising will bring the majority of readers of an advertisement, who are particularly interested, and will assist in creating an interest among others, which will bring these people to the store, and if the salesman is good for anything he may sell them some other kind of a carpet, in addition to the carpet they ask for. Straw mattings offer a particularly good field for advertising, preceding and during the season of house-cleaning. Few people have any idea of the neat and clean appearance of a room covered with good straw matting, upon which are laid bright and appropriate rugs. The idea that straw matting will take the place of a hard wood floor, and is easy to take care of, has never been properly advertised. This same principle applies to almost every other line of floor covering. People are looking for carpet advice, as well as for carpets. The advertiser, if he be a leading advertiser in his line, can substantially control the carpet taste of the town he is in, and if he control that taste he must have the greater part of the business. Carpets may have their selling season (there are certainly times when more of them are sold) but carpets are sought for all the year around, and the shrewd advertiser so arranges it that he may never have a really dull season. The people who do not buy carpets this month can be made to buy them next. The progressive carpet advertiser is after future business, as well as present business. He does not expect his advertising to bring him immediate sales, and yet he does not forget the advantages of direct advertising. Many men and women do not realize how warm and comfortable a few more rugs will make their sitting rooms. The advertiser has an opportunity to tell them. If trade is particularly dull, the carpet dealer may buy one hundred or more bright rugs, and advertise them at a little above, if not at, actual cost, but let him be careful not to say too much about selling rugs for less than cost. The quality of a carpet or rug is in its wear, and suspicion, created by under-cost prices, actually drives away buyers. Let the customer be surprised at the quality, for the money. It is an object to get people into the store even if they do not purchase immediately, or if their first purchase does not bring direct profit.

Carriages, while they have two regular selling seasons, require continuous advertising, with marked increase just preceding and during sell-

ing seasons. As in other classes of advertising, the carriage retailer should not advertise more than one carriage at a time, although there is no objection to his mentioning, at the bottom of his advertisement, that he does carriage repairing, but that must be secondary. Let him bring out a carriage, advertise the general points of that carriage the first time; the next time bear heavily on one particular point, at a more or less sacrifice of the others; then take up another point, and so on. There is a man somewhere who will buy that carriage on account of its springs, who is dissatisfied with the carriage he has for that reason. Another man is anxious to get a particular style of carriage. The carriage advertiser happens to have that carriage; he reaches a customer. If the advertisement is general, and takes in carriages in general, it is worth very little to the advertiser beyond keeping his name before the public. The carriage manufacturer can very easily, if he be a fairly liberal advertiser, obtain more or less newsy items in the local Press. If Rev. John Jones buys a carriage, the Press can be made to mention it. If some other prominent man purchases some wagon made by the advertiser, the local Press is very glad of the news item, and will certainly print it, if the dealer be a good advertiser. The advertiser must remember that he is advertising to reach the people who do not know anything about carriages, beyond their experience and wear, who are not experts on springs or anything else; therefore he must arrange his advertisements in the simplest and most common-sense way, and not expect the people to understand technical terms, which he may be familiar with. Of course the enterprising carriage dealer will advertise carriages appropriate to the season, and coming season. A shrewd carriage dealer can create real demand for his line of trade. By bright breezy advertisements he can be the unknown means of presenting to his local public the joys of carriage riding, really forcing, by suggestion, a desire for driving, practically unrealized by half the people who don't drive, and can afford to. The carriage seller has health, convenience, and all Nature allied on his side; he is a public benefactor, and is allowed to make money at it.

CLOCKS. — See JEWELERS.

CLOTHING, or rather READY-MADE-CLOTHING, admits of the extreme

of extensive advertising. No department of retail trade suffers more from competition, and wherever competition is there must be aggressive competitive advertising. There is probably not a single prosperous retail clothing house located anywhere, which advertising has not materially aided in building up, and which is not holding its trade largely through the instrumentality of printers' ink. The great dry goods dealer, and the clothing dealer are considered the extensive advertisers of the retail trade. They rightly hold the highest position, and their advertisements are supposed to occupy, in the majority of papers, nearly half of the entire advertising space of the papers. They not only build up business by advertising, but it is necessary for them to advertise very extensively to hold business. The great middle class of people, and those belonging to every class below this class, buy of the retail clothier all their outside wear. The retail clothing dealer, then, sells necessities. He has the advantage of advertising that which people must have, and he must increase such business by advertising expensive things and luxuries. He has all the advantages of luxury and necessity, with the full knowledge that the majority of everybody must buy of him, or some one else in his line. It is simply a question of how much of general trade he will have. Retail clothing can be advertised with dignity or lack of dignity, of course within the lines of propriety. The service of the printer, the poet, the artist, the bill-poster, and the sign-painter, can all be utilized. There is no type too large to boom the wear and fit of ready-made clothing. The advertisement of the retail clothier is unlimited as to size. It can occupy half a column or two pages. It is impossible to advertise too much, if trade will admit of the most extensive advertising. The mistake generally made by retail clothiers is in advertising not sufficiently to hold their positions in their regular districts. The retail clothier should be very careful not to advertise more than one thing at a time. He should follow the general rules of advertising, which pre-eminently demand that but one thing be advertised at once, unless such article be so directly connected with another that they must both be advertised together. There is, of course, no objection to advertising several things in the same paper, if the advertisements have the appearance of being distinctly separate. Suits and overcoats cannot very well be advertised together. Trousers should not be advertised with outside coats and white vests.

Suits should be advertised by themselves. The retail clothier must remember that it is necessary for him to get business by advertising, which advertising will sell a specialty, and assist in creating regular customers, and very materially aid in selling almost any other lines he has on hand. Dishonest clothiers will still persist in advertising tremendous sacrifices, fire, smoke, and water, and goods for less than cost. These sacrifices occur so seldom in fact, that the public do not believe that the advertiser is telling the truth when he so advertises, even though he may be. At the present day, honesty in advertising, particularly in the clothing business, is business, and will bring and hold business. It is simply useless to advertise a true statement, if there is reason to believe that the public will not believe it is true. The clothing dealer must advertise all the year round, more extensively, of course, during season and preceding season, but dull season offers to him a good opportunity to build up new business, and to defeat his competitors. People buy clothing in dull season because it is popularly believed that clothing is cheaper then. People buy clothing all of the time, and the enterprising clothier is the one who advertises almost as extensively during dull seasons as at other times. It is always advisable to carry in stock and to advertise extensively, some particular line, whether it be trousers, vests, coats, thin coats, over-coats, or any other goods pertaining to the clothing trade. With these leaders, trade can be worked up and profit made, even though there may be very little profit in the sale of the leaders themselves. The tendency of most clothing dealers, to carry the cheapest grade of salesmen and clerks, and expect extensive and exaggerated advertising to sell goods, has always resulted in permanent failure. The harmony of quality of goods, polite and businesslike-bearing salesmen, and clean honest advertising, is the only thing that has ever made the clothing business permanently profitable. The clothing retailer, being a very extensive advertiser, can quite naturally receive the full courtesy and liberality of the Press, but he should remember that puffy puffs are almost valueless, that newsy puffs have value in themselves, and he should so adapt his reading notices to meet the interest of the public, that they will read them as they will news. A newsy puff of two lines is worth many times more than a puffy puff of a column. It is very easy for the clothier to have some elaborate display, some window dressed in beautiful style,

some something somewhere in the store which is of interest to the public, and which the local paper would gladly write up, at any reasonable length, free of charge, as a matter of news. Such news items are valuable. The clothier is a continuous advertiser, and an all-the-year-around advertiser, the one who can never be out of the paper, and who always finds it profitable not to cut expenses in his advertising department. See TAILORS and FURNISHING GOODS.

COAL and WOOD are always used, and always in demand, and require continuous advertising, although quite naturally the bulk of coal is sold preceding the season of cold weather, and it is therefore advisable to do more extensive advertising then than during warmer months. Coal, being neither artistic nor pretty, must be sold on its intrinsic value, consequently there is little opportunity for æsthetic advertising. The coal dealer must simply advertise that each one of his tons is a ton, that it is all coal, that he does not leave the sidewalk dirty, that prompt delivery is guaranteed, that his coal has very few clinkers, that it burns up into clear ashes. The retail coal dealer can create a great deal of trade by advertising some specific grade of coal, especially adapted to the kitchen stove, or to the parlor grate, or to the furnace. Let that grade be honored by an appropriate and well sounding name, like "Queen City Coal," "Clinkerless Coal," "Peerless Coal." It is absolutely necessary that this grade of coal be a superior article, and worthy of all that is said of it. The retail coal dealer should have an advertisement in the local papers, unless he be located in a very large city, — in that case he may find quite extensive advertising necessary to the holding of business — an advertisement, say of from two to four inches all the year around. In the smaller places, the coal dealer can work up an interest in fire-place heating, or any other method of heating, and can sell the bulk of the coal for that purpose. Let him tell people how to take care of fires, and how to make them. Let him issue some little pamphlet giving good advice in this direction, distribute it free among customers and possible customers. The coal business is permanent, and admits of permanent advertising.

COFFEE. — See TEA.

CONFECTIONERY establishments have come to be a part of the business

life of every populous town. While confectionery is sold by all druggists and at variety stores, and even now-a-days at the dry goods emporiums, there is and always will be room for the distinct confectionery depot, where nothing but sweets are sold, including ice cream and summer drinks. No matter where located, these establishments can afford to do a reasonable amount of local advertising, with the possible exception of in such cities as New York, Chicago, or Philadelphia, where there are so many retail centres that no one local medium distinctly covers any particular section, and where, of course, it would be too expensive to advertise to reach the entire city, when the trade is limited to within a distinct boundary. The majority of confectionery stores can easily afford to carry a regular advertisement in the local papers, of from two to six inches, advertising all-the-year-around, with additional advertising preceding and during Christmas holidays. Advertise some particular line of sweets, as "Old Fashioned Molasses Candy," "Our Own Chocolate Creams," "Mother Hubbard Sticks," "Aunt Sarah's Gum Drops," or by using any other name which will be attractive. Attempt to invent a name of local distinction for some line of popular candy, and advertise this line extensively. Do not advertise generally. It is worth little or nothing to carry an advertisement reading

John Smith,
Fine Confectionery,
Smithville.

That means little or nothing. An advertisement can be written upon purity, and bring business. It is advisable to preach the doctrine of purity, if you can substantiate it in fact. Another advertisement can be written upon freshness. The majority of people are in favor of fresh candy, even though a great deal of candy is just as good a month old as it is upon the day it is made. The confidence of the mother must be obtained, if the store has a large children's trade, for mothers are being taught that too much candy injures children, and that confectionery adulteration is absolutely injurious. The idea of making a part of the candy within full view of passers-by, or setting aside one corner of the shop for its manufacture, has always proven profitable. People like to see made

that which they eat, provided the process is attractive. It costs little or no more to keep the kitchen clean, and if the kitchen be a part of the shop, nicely railed off, a great many people will enter the shop to see candy made, without prior intention of buying any. Absolute cleanliness about the store and kitchen is essential, and the clerks should certainly have clean hands and faces, and dress becomingly.

Crockery, Glass, and Lamps can be advertised to almost any reasonable extent, and in about as many ways as the variety of their manufacture. Perhaps lamps are limited to a special selling season, but crockery and glass are always marketable, and in general demand, and the more so during what might be considered their regular seasons. Stores of this class should keep an advertisement continuously in the local papers. Advertising one thing at a time, unless the advertisement be divided into distinct sections, is a fundamental principle which cannot meet exception here. Always advertise something that people are interested in, or write the advertisement so as to make them interested. Have something to say about this beautiful set, or that serviceable ware. Advertise especially pitchers, cups, saucers, tumblers, goblets — one class at a time. Tell people about a set of one hundred and fifty-five pieces, which you will sell for fourteen dollars. Do not write too much description. Crockery does not look well on paper; it must be seen to be appreciated, therefore adapt your advertisements to bring people to your store, where your crockery, salesmen, and the price must do the rest. Your advertisement should never be less than from three to four inches, and can frequently occupy a column to advantage. Do not allow a week to go by without showing some regular line of stock and pushing it especially. There is no necessity of this interfering with regular sales. This special pushing will make your regular sales larger, and will enable you to reduce stock if you desire to do so.

Dentists are professional men, and unless they prefer to do a transient business, cannot be justified in doing very extensive advertising. In the smaller places the dentist may find it profitable to carry a small card in the local papers, giving his office hours, and any other information which he may deem it advisable to present. The ethics of some towns do not

permit the burning of professional red fire, while other towns will happily absorb all one chooses to give them. Other towns and large cities admit of very extensive dental advertising, which is thoroughly honorable, although the higher grade dentists look, with suspicion, upon those so-called dental institutions, where an army of dentists are kept under the general superintendence of a skilful operator. These concerns find extensive advertising very profitable, and if they are not anxious for professional standing, the whole object of their business being to make and accumulate money, which they certainly do in an honorable way, they cannot be criticised for accomplishing it with printer's ink.

Doctors, if of the regular school, must confine themselves to single cards in the local papers, and refined printed announcements, and even these are sometimes out of taste. Good-will and favors to newspaper men may result in personal items about certain successful and difficult operations, which cannot lower professional dignity, while they go far towards establishing the reputation of the physician. In most of the towns and smaller cities, many of the physicians place in the local papers modest cards, simply announcing their office hours, stating where they can be found, whether they are surgeons or not, and sometimes mentioning some specialty in which they are particularly proficient. This is not generally considered bad taste, and is often quite profitable to local physicians.

Dressmakers may be divided into two classes: the regular down-town dressmaker, and the dressmaker who does not possess a down town office, and goes out by the day, or uses her front-parlor for office purposes. The latter, of course, cannot do much advertising, unless it be confined to the want columns of large city dailies, and to short cards in the local papers in small towns. The dressmaker, with a store, can be a somewhat extensive advertiser. The local papers offer her the best medium of advertising, and she will find profitable a modest, tasty, and nicely worded business announcement, to be sent to friends, and to ladies of any district, or to the whole town. Her business being wholly confined to woman, she will not make the mistake of advertising to reach men. While the advertiser can advertise to woman to reach man, no one but an idiot would think of advertising to man to reach woman. The woman may pick out

a style of cloth for her husband's trousers, but where is the woman who will allow her husband to select the style of the garments she wears? The dressmaker should keep up to the times, possibly a little ahead of them. Opportunity is given her to give people advice as well as to sell them dresses, and by giving always good advice she can frequently build up a friendship trade, worth more to her than any other kind of trade. Let her become an authority upon dressmaking, and her business is assured. Let her use the local Press as a means to an end. If she be especially proficient, perhaps she can conduct a department, charging nothing for her services, and receiving the benefit of the advertisement. Her store, or room, should be decorated and arranged in the perfection of simple art. If a store, the windows should be tastefully draped, and fresh models constantly shown. All this to be supplemented with good advertising, — one thing at a time — for here there is so great multiplicity that it is very easy to spoil the entire effect of the advertising by conglomerate advertising. See MILLINERS.

DRUGGISTS, unless located in large cities where trade is entirely confined to local centres, can do considerable local advertising, the diversity of their business admitting of many specialties. No high grade druggist will push the sale of any proprietary medicine, except simple home-made remedies for colds, coughs, bowel complaints, burns, toothache, corns, and the like. If these articles have merit, and are simple, and are advertised as remedies, not as cures, extensive local advertising will bring much profitable trade. Vary the advertisements to fit the physical needs of the season. In the advertising of medicines, be careful not to follow the extravagant style of most of the patent medicine dealers. The volume of the druggist's local legitimate trade depends upon his reputation. He must be known to be a skilful chemist, and a careful compounder of medicine. If he have the reputation of selling patent nostrums indiscriminately, his reputation as a scientific man is gone, and he simply stands upon the platform of a business sharper, grasping for money by extravagant statements, who cares little or nothing about the quality of goods he sells, so long as he sells them. The product and contents of the drug store go into the stomachs of the people, and people care more about their stomachs than they do about their clothes. The prescription department can often

be advertised, and there are times when even soda water trade can be increased by local advertising. In this line of business as well as in any other, the one-thing-at-a-time idea is absolutely essential. A two to six inch advertisement in the local papers is about the correct amount of space for all-the-year-around advertising for local druggists.

Dry Goods stores now-a-days are supposed to carry a line of goods to meet the wants of everything worn by women and children, and about everything, except outside clothes, worn by men. The majority of dry goods stores, being really department stores, carrying lines which a few years ago were not considered within their business scope, cover substantially everything but men's outside clothing; therefore it is, perhaps, well to discuss dry goods advertising on a general basis, that is, that dry goods stores carry a multiplicity of articles for household use, as well as personal wear. In variety and price the contents of these stores are simply limitless. The dry goods advertiser is, and always has been, the most extensive advertiser, running slightly ahead of the retail clothier. A year's steady advertising, touching but one article at a time, will not exhaust the principal staple goods, to be found upon the counters of a large dry goods establishment. The successful dry goods advertiser is adopting the now settled principle of dividing his advertising into sections or distinct parts, advertising in each part but one thing, making a specialty of everything he advertises. In the dry goods business, perhaps more than in any other, this oneness of advertising is essential, but no more so than the necessity of making a specialty of every line of goods advertised. People are buying stockings all of the time, yet they can be made to buy a great many more stockings if the store advertising is especially pushing stockings. Apparently the same dry goods advertisement should seldom be written in the same way twice. If it is necessary to advertise the same article, or to run the same advertisement substantially more than once, it should be rewritten and reset, a change in the typographical appearance being as necessary, almost, as a change of style or reading. The popular idea that because one style of advertising has brought return, that style should be maintained forever, is not founded upon good business judgment. A taking style, persisted in, will bring and hold business, but the dry goods advertiser can better afford to completely

change his style at least once in six months, in order that he may not weary people with advertising sameness. In the majority of dry goods establishments, one man, may be a clerk, or a man hired especially for the purpose, is given the composition of advertisements. In a short time that man loses his power to originate new ideas. The brightest advertising expert in the world is not limitless in his scope. The good advertisement writer is the man who borrows ideas, who uses every one in the establishment, that he can, to help his advertising. There is many a clerk who never has written an advertisement, who can write one good advertisement, and only one, and if this advertisement be written and handed to the man in charge of the advertising, the man, with a few strokes of his pen, may make it into an advertisement even better than he himself can write. It is absolutely essential that every one employed in a dry goods store, be familiar with the firm's advertising, that they may make suggestions, and further than that, their knowledge of the firm's advertising will enable them to sell more goods than they can if they only have the goods back of them for assistance. Several new and taking advertisements can be easily written on identically the same shawl; it can be made to appear new every day. The marvellous diversity of dress goods admits of innumerable announcements, similar yet different. The dry goods merchant who attempts to explode all there is in his stock at one blast will never hit the game. If the good words about one line of goods can be driven into the reader at each firing of the advertising cannon, the advertiser should be fully satisfied. Make one day a napkin day, another day a sheet and pillow case occasion, another a run on hosiery, another on underwear, another on dress patterns. It makes no particular difference what the line of goods is; provided it is seasonable, or can be forced into season, it can be sold if properly advertised. Make the advertisement personal, direct, short, pointed, and original, but do not use over-originality. Have something of interest to say, something which will give information of value to the reader, as well as about the goods advertised. Let the advertisement answer two purposes: that of giving information, and of announcing goods for sale. Let every description be brief. Do not have too many headlines. One good headline, with brief descriptive matter following it, is worth a good deal more than a dozen headlines, with or without descriptive matter. Make every

announcement a pressing invitation to everybody. Do not slop over. Invite people to call, not always by directly saying so, but assure them that you are in business to do business, and are under more obligations to them for buying than they are to you for the privilege of buying. A confidential, personal, reading-article sort of an announcement is unique, very successful, and is to be recommended for frequent use. Write it as you would write a letter to a friend, describing briefly and pointedly some particular line of goods. It must be the personification of honesty, and in it should be veins of friendly kindliness and voluntary advice. It is well known that dry goods men have made money by deliberately lying, by advertising great sacrifices and unparalleled bargains. A certain amount of this may be justifiable, if it be backed with truth, but the unparalleled bargain idea is a falsehood, for no one believes it. Better tell people that you are able to sell goods at an extremely low price, for the simple reason — and here give the reason for it — which reason must be honorable and one which will be believed. Be careful about advertising too much about less than cost. It is a hackneyed expression which means nothing and is generally untrue. At the present day honesty in dry goods advertising is the best kind of business originality. It is not sufficiently practiced to be old and stale. The woman is shrewd, or thinks she is. She loses confidence in a store more rapidly than she gains it. Gain her confidence once, and she is yours forever, and you cannot gain it unless you prove to her that your advertising statements are correct. She may come to your store when unparalleled bargains are offered, but she is not a permanent buyer. She distrusts the words of your salesmen, she believes the goods are poorer than they are. There is such a way of telling the truth, and only the truth, that all will believe it, and never become dissatisfied. If you have a line of goods which is not as good as the goods you sold last week, and all last week's goods are gone, tell folks so, they will appreciate it. In the amount of space, there is simply no limit for the enterprising dry goods advertiser. He can seldom take too much space; frequently he does not take enough. The Press is with him; it will print almost anything he sends it. The diversity of his stock in trade allows him to produce newsy items, of interest to the readers of the paper, outside of their business value, and this kind of item is worth a great deal more to him than puffy puffs.

The goods he receives, the number of certain articles he carries in stock, the fact that a certain prominent woman had a dress made of a line of goods he is carrying, the general appearance of his store, some store decorations, or window displays, a brief item describing the making of some line of dress goods, and frequently a long article describing wool shearing or silk weaving, or the wearing qualities of certain particular lines of cloth, are of interest to readers, and if the advertising part of it is well hidden, the editor is as glad to print it as he would be to print any other miscellany. Interviews can be arranged. The dry goods retailer simply has every opportunity, every advantage, to draw from advertising, and there is not one dry goods man in ten thousand, who can afford not to advertise. The few isolated cases where success has been made in the dry goods business, without advertising, simply by exception, prove the general rule. See FANCY GOODS, MILLINERS, VARIETY STORES, and TRIMMINGS.

ELECTRICAL LIGHTING. — See GAS FITTERS.

EXPRESS companies require a moderate amount of local advertising. Advertise promptness, sure connection, and careful handling of goods, and verify the statements in fact. Expressmen should announce the location of order boxes.

FANCY GOODS, when sold as they generally are, at the dry goods stores, properly come under the head of dry goods advertising. The store which deals in fancy goods exclusively has the same opportunity for original and attractive advertising in description and variety of goods in stock. The one-idea-at-a-time rule should generally be followed, and the fluctuations of the thermometer should influence the arranging of advertising of seasonable articles. Fancy goods, being objects of art, their value largely depending upon their apparent beauty, enable the fancy goods advertiser to write advertisements slightly bearing upon the æsthetic. He can make them literary, use beautifully turned sentences, and frequent adjectives. His window displays, and the decorations of his counters may be described in the local papers. A large number of ladies can be brought to the store simply to admire his exhibits. The distinct fancy goods advertiser can, to advantage, use one quarter of

a column all the year around, and occasionally it is advisable for him to have an advertisement of two or three times that space. Of course his advertisements must be extremely fresh, seasonable, and artistically arranged. He should avoid startling statements and heavy type, and make his advertisements as neat as his goods. The field of woman is open to him. A high grade announcement, upon fine paper, in connection with newspaper advertising, will greatly assist in bringing business. See Dry Goods, Trimmings, and Milliners.

Fire Insurance. — See Insurance.

Fish should be advertised all the year around. People buy fish summer and winter. The fish dealer is confined to a local district, and if he be located in a large city, he cannot depend upon newspaper advertising for his business, for there is no publication generally covering his particular field. He may announce the arrival of oysters, blue fish, and other fish of seasons. He may tell people, in advance, of the coming of any kind of fish. He can especially advertise an unusual catch of trout, or other kind of game fish, which will allow him to make a little boom with printers' ink. He may easily find opportunity for interesting news items, which the local paper will gladly print, if he be a regular advertiser. The local fish dealer should not use less than two inches throughout the year, and during certain seasons he can, to advantage, use as much space as half a column. The appearance of the fish store has a great deal to do with trade. It should be kept scrupulously clean. The fish should be arranged in the windows and on the counters, packed in ice, where they can be seen by passers-by and visitors to the store. The fish dealer has an opportunity to do a certain amount of circular advertising. Let him issue a little booklet telling how to cook fish, and giving other hints on fish, for free distribution among customers, and those he desires for customers. He can become authority upon fish for his district, and the moment he becomes authority his trade is established.

Five and Ten Cent stores are now recognized as a legitimate part of the local business of every town of fair size. Their success partly depends upon well directed, catchy, and extensive advertising. The advertisement should be never less than six inches, and frequently a

column or more can be used to advantage. Do not advertise more than two or three articles at a time, and let those articles be of positive utility, and to be sold at the lowest possible prices consistent with profit. The almost limitless variety of goods in stock admits of fresh and seasonable advertisements, sure to interest the majority of families. Each line of goods should be generally advertised as extensively as lines of similar goods are advertised at the higher priced stores, but there may be in the advertisement a sort of bombastic swing hardly allowable in the advertisements of the higher priced stores. Five cent stores should sail with all the canvas set, provided every sail is full of wind; in fact, a reasonable amount of wind is to be encouraged. Patrons of these stores are not supposed to be largely from the upper crust of alleged society, therefore the advertising should be adapted to the wants of the lower and centre classes of middle people. The attractive arrangement of store counters and show windows is of positive consequence. Five cent stores must advertise continuously throughout the year. See DRY GOODS and VARIETY STORES.

FLORISTS will find moderate and continuous advertising profitable, with occasionally larger advertisements. Fortunate is the florist who can create a run on some particular flower, if he have plenty of them. If possible, advertise one kind of flower at a time. Announce that some particular flower is now worn extensively by fashionable people, if it is. Watch the reports of weddings or receptions which constantly appear in the society papers of the larger cities; note the flowers worn, obtain favorable notices about them in the local papers, and be sure that the article mentions that the florist is carrying a quantity of this fashionable flower. See to it that the local newspapers give ample notice of all elaborate floral designs, which show the taste and originality of the florist. Floral advertising should be thoroughly refined, and in strict keeping with the quality of the business. The florist must not forget that the poor as well as the rich are flower buyers.

FLOUR AND GRAIN stores should run a moderate sized card, say from two to six inches, in the local papers, throughout the year; and at least twice a year, for periods of a month or so, increase the advertising to

double or more the usual space. If possible, advertise a special brand of flour, under an original name, perhaps; and see to it that this advertised brand of flour is as good, or better, than the advertisement claims. Special advertising of grain should begin early enough to precede the grain buying season, and continue for fully a month subsequent to the opening of the season; returning of course to the usual sized advertisement. Flour stores, catering to retail family trade, have excellent opportunity to do quite extensive local advertising. It is suggested that the flour dealer issue a "Book About Bread," for free distribution, in which he can well advertise his brands of flour. It is curious how few folks now-a-days know how to make bread — 'most anyone can mix and bake cake. The flour man has opportunity to do good and make money. See GROCERS.

FRUIT is an article of variableness, and there are but few retail stores devoted exclusively to the fruit trade that can afford to advertise more than very moderately. Fruit is usually sold at the other stores, and in connection with other perishable goods, forms a specialty to be advertised in its season.

FURNACES.— See STOVES and GAS FITTERS.

FURNISHING GOODS, properly belonging to men, admit of a considerable amount of continuous advertising. The advertisement may occupy any reasonable space, say from three inches to a half a column, as the season and business will permit. The advertising, certainly, should be continuous, for men are buying this line of goods all the year around. The advertisement should each time be directed towards some special line, as of shirts, neck-ties, or stockings. A run on shirts is recommended for any season of the year, and on colored shirts with the opening of warm weather. A catchy advertisement can be made on the wearing of garters. Now-a-days all men wear garters, or should be made to, and the advertisement can be educational as well as specific in its business calling. The garter idea can apply to any line of furnishing goods, outside of regular shirts, stockings, and underwear. Light-weight stockings are articles of interest to men during the warmer months, and thick underwear is an opportune article for special advertising when fall is waning.

Lawn or other summer ties are catchy advertising subjects in the season; and a special sale of suspenders is constantly open to the grasping. A week should not pass without something new, or made to look like new, in the advertisements. Although furnishing goods, properly speaking, are for men's use exclusively, there is certainly no reason why women should be ignored. The woman is particularly interested in her husband's, brother's, and children's dressy welfare. It is she, often as much as the man, who controls the selection and purchase of these goods. It is often advisable to especially appeal to her, heading the advertisement something as follows: "Does Your Husband Wear A Shirt?" "Is Your Boy Stockingless?" "Don't Mend The Old Undershirt Again!" "Handkerchiefs For That Boy of Yours," "Husband's Neckties," and other like expressions which will catch the woman's eye, gain her attention, and make her buy, or suggest that her husband purchase, the articles advertised. See CLOTHING and HATS and CAPS.

FURNITURE advertising in volume ranks about third in the list of advertised articles. Under no circumstances, unless your advertisement be divided into sections, advertise more than one class of furniture at a time. Do not make the fatal mistake of producing an advertisement which is nothing more or less than a conglomeration of furniture ideas, so mixed, that the public cannot separate them, and has no desire to do so. Ninety-nine per cent. of all furniture is purchased either directly by the woman, or by the man under the influence of the woman. It is absolutely essential that all furniture advertisements be written almost exclusively to catch the feminine eye, and in the interest of woman, unless such furniture be exclusively for office use, and in that case the woman has a great deal more influence in its selection than the average furniture dealer realizes. The local furniture dealer cannot well afford to use less than six inches space continuously in the local papers, with even full pages, full columns anyway, just preceding and during season. The furniture store has great opportunity for window display. Such opportunity should be improved, and the local papers requested to make mention of it. The use of cuts in furniture advertising is generally to be recommended, except in cases where the furniture is too elaborate for illustrations to do it justice. An entire chamber set cannot be shown in illustration, unless

such illustration be elaborate and the press work and paper of the highest grade, but an outline drawing of a chiffonier, or chair, or sofa, or book-case, or any other simple article of furniture, assists in forming an idea of its value. Do not run the same advertisement more than once, and if it can possibly be avoided, better rewrite the same advertisement than carry it twice as it originally appeared. Change it typographically if you cannot change it otherwise. Change the headline if you cannot think of a change for the descriptive matter. Use considerable space, large type, strong catch lines, and all justifiable adjectives. Have much to say about the strength of the furniture, the smoothness of its finish, and of its other woody characteristics. Make an occasional run on chamber sets; a special advertisement can easily be written for each particular set. Boom chairs; expatiate upon the strength of their legs. Parlor beds can support a deal of printer's ink; so can chiffoniers and tables. Keep some particular kind of furniture, which is locally new and of superior durability, constantly before the public; and stake your reputation upon its quality. The furniture dealer has opportunity for advising the public, which he can do in an advertising way. He has legitimate mark-down and clearance sales, to be improved to his own advantage and to the benefit of the public, but he must avoid exaggeration. Part of the value of furniture is in its wear, and the furniture dealer who advertises to sell much below cost, and sends out a grade of furniture which will not stand alone more than a year, is the man who will never do permanent business anywhere. Honesty in furniture advertising is a business essential.

Furs are closely allied to the hat and cap trade, and admit of moderate and dignified advertising during the winter and the two or three months preceding it. At one time advertise furs of a quality beyond the reach of any save the wealthy, and put particular stress upon the expense and quality; then announce a stock of furs of medium quality and price; and follow with advertisements of durable furs of cheaper quality and less price; but do not indicate that the two last are especially adapted to the poorer class of people. It is quite popular now-a-days, in most sections, to purchase furs during the summer, or after season. If that be a local hobby, and if the merchant can build up a large trade by advertising

his last year's furs at reduced prices during the summer months, an advertisement of from four to six inches during and preceding season, and an advertisement of not less than three inches between seasons is about right for the average amount of advertising space in the local papers for the local fur dealer.

GLASS.— See CROCKERY.

GAS, STEAM, HOT WATER, AND ELECTRICAL LIGHTING, FITTERS, in small places, will find moderate advertising about all that will be profitable. It should be generally limited to a small continuous card, say of from two to four inches, in the local papers, with at least monthly changes. Advertise promptness, and exceed it in practice. Announce that a specialty is made of responding to emergencies, as the bursting of pipes in the night time. If the fitter be located in a large city quite extensive advertising is profitable, and it should be continuous. Men in this line of trade have ample opportunity of educating the public into any particular line of heating and lighting. They can issue pamphlets, booklets, folders, and the like, setting forth some known principle of household heating and lighting, with their advertisement appended, the article generally to be a copy of some popular scientific article, from the pen of some one beyond commercial bias. Quality of the work in these lines, where quality creates and prevents danger to the family, is a business essential. Advertising will never help a dishonest fitter, who botches his work and expects to continue to do local business. Increased advertising should be confined to a month or six weeks before season, and in season, and even during between-seasons, for the majority of people who are going to put in gas, electric lights, steam, or hot water fittings, decide to do so several months, frequently, before they give the order, and it is then that advertising brings business. Steam and hot water heating for residences is comparatively little understood. The fitter has good opportunity to explain the peculiar advantages of these economical and effective methods of home-warming. He can actually force people to become sufficiently interested to seriously consider new methods of household fires. See STOVES and PLUMBERS.

GLOVES, except in the larger cities, are sold in connection with other

lines of goods, and form an excellent subject for special advertising. Advertise gloves to fit big hands and little hands. There are winter gloves, and summer gloves, and cheap gloves, and other kinds of gloves; some of season, and some without season; and each class deserves an entire special advertisement. The local dealer in gloves exclusively can easily afford a standing advertisement of from two to six inches all the year around, with increased space in the local papers during season and preceding season.

GRAIN.— See FLOUR and GROCERS.

GROCERS need never stop advertising. The multiplicity of the stock in trade presents something fresh for every week in the year. Advertise the new arrivals. Start a molasses run, or push the sale of canned goods, for a change; but do not pretend to sell less than cost. Advertise full weight, and verify it. If the average grocer gave the same slipshod attention to the buying and selling of flour and molasses, as he does to the preparing and placing of his advertising, over the chamber doors of every house in America would be nailed the grocery coat of arms. The local grocer must advertise in the local paper. At certain seasons of the year a column is not too much space, and the average grocer can afford to run an advertisement of from one quarter to one half a column in every issue of every respectable paper printed within his territory, unless he be located in some large city. One half a column can be used, to advantage, in announcing an invoice of prunes, or a new shipment of flour, or a fresh lot of canned goods, or a fine lot of spices. Flour admits of unlimited advertising. There are few things about which more can be said than about flour. Under no circumstances advertise the same article the same way more than a week, and if necessary to advertise it more continuously, rewrite the advertisement or have the old one reset. The grocery window can be utilized, at little or no expense, for the business-bringing exhibit, or any lines of eatables. The conventional griddle cake cooking, if not worked too much, is interesting. An oil stove, with a kettle of hot water steaming upon the top of it, will attract everybody's attention. Some attractive wording, made with corn, or beans, will be read. A pyramid can be built of tomato cans, or clothes pins, or anything else. A

working exhibit in the window or store, where a good looking girl or a neat looking colored man is making something to eat, gain the attention of everybody. Do not have the grocery store dark. A cockroach by twilight looks twice as large as a cockroach with a full flood of light upon him. You cannot expect folks to buy of the store where a couple of kerosene lamps are supposed to do the lighting. Do not often advertise goods for less than cost. People are suspicious. They are afraid that too cheap things will injure their stomachs. The grocers who make money are the grocers who sell fair goods at fair prices, and who seldom cut prices. See FLOUR.

HARDWARE should be moderately and continuously advertised by a card, say from two to four inches, in the local papers. The principal articles in stock need occasional extra pushing, and give opportunity for slight increase in advertising space. After a burglary it is well to call attention to lines of locks; and there are other things which are opportune for advertising at certain occasions, such as snow-shovels in winter, and wire screens in summer. A first class advertisement can be made on hammers or on wood saws, or upon augers, or anything else useful to the man of family. Once in a while especially appeal to woman. Ask her if her husband has a saw that will cut anything, inquire if that cheap hammer of hers ever keeps on to the handle. Suggest that every family have a tool-chest, and give the price of the best tool-chest you can sell for the smallest amount of money. See STOVES and GAS FITTERS.

HARNESSES, with the repair shop, generally a part of a well-regulated harness store, require little extensive advertising, but that little can be made profitable to the dealer or maker, and needs to be continuous. Whenever possible, advertise some particular harness of undoubted quality. The average harness maker cannot afford to run an advertisement much longer than two inches in the local papers, unless his store be located in a large city, and is a general harness store, selling everything in the line of horse use. These large merchants will find it necessary to do a considerable amount of local advertising, running an advertisement in the local papers of from four to six inches at least half the year, and a

smaller card during the balance. They should particularly adhere to the principle of only one thing at a time.

HAT and CAP stores, no matter where located, unless they be suburban stores adjoining large cities, can be reckoned fourth or fifth in the line of advertising volume. While the demand for hats is of course somewhat limited to season, there is a sale of hats all the year around, for hats fall off and are lost, and hats become damaged, and the enterprising retailer who keeps his name constantly before the public, during dull season, as well as during season, is the one who works up a very large amount of extra trade. The space used should seldom be less than four or five inches and as much as half a column or more will be found advantageous, just preceding the change of seasons. Under no circumstances advertise more than one style of hat at a time. If you have a one dollar hat, advertise it on Monday, a two dollar and a half hat on Tuesday, and a three dollar hat on Wednesday, and so on. Return to the original one dollar hat within two or three days, if it is necessary to do it, and it frequently is; but do not print the same style of advertisement twice in succession. Change the wording and typographical display of your advertisement every time. Cuts can be used to great advantage. They should be, generally, outline illustrations, which will print well in any publication. Have the matter very brief; make the advertisement so that a man can read the whole advertisement at a single glance. Do not forget that woman knows about the style of a man's hat as well as he does, and better, and that you are obliged to please her as well as him. Once in a while especially adapt the advertisement to appeal to the woman's eye. Head it "Does Your Husband Wear A Hat?" "Do You Like Your Husband's Hat?" "Your Husband's Hat Is Growing Old," and other like expressions. A run on some inexpensive, and if possible original, style of hat or cap, is recommended. The opening of the straw hat season should be preceded by increased advertising space. Start with straw hats in general, to be followed with some style of straw hat in particular; then announce a stock of tennis or yachting caps, or some popular, or that can be made popular, kind of light cloth hat. Preceding the cold weather, begin to advertise winter hats; have much to say about some particular style of winter hat. Fur hats make a good specialty for advertising dur-

ing a cold snap; and beaver and other styles of medium weight hats are worth pushing between seasons. Keep up with the styles, and always advertise stylish hats, with or without stylish prices. See FURNISHING GOODS.

HAY AND STRAW merchants will find it profitable to advertise fresh receipts, and large shipments of hay. They should especially speak of the quality of hay, and in many cases it is advisable to tell when the hay was cut, and where it came from. Hay and straw should be advertised moderately and continuously, say in space of from two to four inches, with slight increase preceding the opening of the selling season; of course continuing through a portion of the season. Advertise prompt delivery, and be as prompt as is proclaimed by the advertisement.

HOTELS may be divided into three distinct classes: the local town hotel, the city hotel, and the summer resort hotel. The local town hotel will always find it profitable to run a small card in the local papers continuously, and to attract trade by advertising in the papers situated in towns in which reside many of their transient guests. Arrange with the local papers to print the list of arrivals, which nearly all of the papers will do gratuitously, if the hotel be running a regular advertisement. See to it that all banquets and receptions held at the hotel are properly mentioned. A complimentary notice of this sort is worth a good dinner to all the newspaper men available. City hotels, located in the larger cities, have national reputation, and must be advertised both locally and nationally. It generally pays to print a two or three inch card in the leading local dailies, and frequently in the local dailies of cities within five hundred miles. A certain amount of national advertising in the leading magazines, and publications of national circulation, will be found extremely profitable. It is always advisable to have the lists of guests printed in the local papers. The enterprising proprietor of a first class city hotel will watch his list of guests very carefully, and if some prominent man or woman is stopping with him, either transiently or permanently, he can notify the Associated Press, and the reporters of tne newspapers, so that the fact that Hon. John Smith is stopping at the Jones Hotel will receive general publicity throughout the entire country. This advertising costs

nothing, and is very effective. The summer hotel is either occupied by people coming from the cities near by, or by people from all over the country. It is a mistaken idea to boom summer hotel advertising so near to the opening of the hotel. The majority of people who propose to spend the summer away from home, plan their summer trip two or three months before they really take it, particularly if going to spend the entire summer away from home. It is often advisable to begin summer hotel advertising in the dead of winter, for summer literature then is particularly refreshing, and people will read circulars and announcements of summer hotels, when they are not so likely to read them as intently later on, when they are flooded with this class of literature. The so called society paper has been and always will be called the organ of the hotel and touring advertiser. It pays to advertise first class hotels and summer resorts in these papers, even if the claimed circulation is double its real. The daily paper, however, presents a medium which cannot be excelled. The daily paper is read by the family, and a simple advertisement in that paper will bring more inquiries than a larger advertisement in any other medium. Understand, the first class hotel will advertise both in society papers and in dailies. The argument that the summer hotel is patronized exclusively by society people, and consequently the advertisement must be written to appeal to society people only, is the weakest kind of business nonsense. The average summer hotel boarder simply has a flavoring of tone. If one watches the mail which comes to the summer hotel he will find that ninety out of every one hundred papers are the popular daily papers of the towns and cities the boarders live in. The hotel should have a book or circular descriptive of itself, its surroundings and attractions. The descriptive matter should be plain and clear. It should give all the information any one would ask for, and in such a way that people will understand it. This so called literary rot, which paints everything in glowing colors and quotes poetry appropriate or inappropriate to the subject, is not what the hotel seeker is looking for. What he wants to know is where the hotel is located, how far from the station, how long it takes to get there, what kind of rooms there are, the quality of the table, the prices, the views from the hotel, the drives, the surrounding scenery, the healthfulness, the elevation, and he desires these presented to him in the briefest possible way, with the finest illustrations, if the hotel can

afford to send out a book of this class. Remember one thing, advertise what you have, not the people who own it. The name of the hotel has value, the proprietor of the hotel should receive recognition, but the people care a great deal more about what they are going to get there than they do whether the hotel is called the Jones House or Smith House, or whether Mrs. Black runs it or Mrs. John Smith. Advertise in your headings attractions rather than the name of your hotel. An advertisement headed Jones House may attract attention, but an advertisement headed "100 Trout a Day," or "Fifty Miles of Forest," or "3,000 Feet Above the Sea," "On a Mountain Top," "By the Sea," "In the Woods," "Always Cool," or any other catchy descriptive line, will bring more people to the hotel than any other style of advertising. See TRANSPORTATION COMPANIES.

HOT WATER HEATERS.— See GAS FITTERS and STOVES.

INSURANCE companies have both sides of the open field of humanity at their disposal. Local insurance companies and local agents must be continuous and heavy local advertisers. They should cover the city and surrounding territory thoroughly. Every man of property, and every one in majority must carry policies of fire, or life, or both. The local papers should never be permitted to go to press without the local company's advertisement upon the first page. The space occupied should never be less than six inches, and can run to any size. The names of the official heads, with the directors, should occasionally be included in the advertisement; but the usual standing advertisement of this sort is not very effective. Better announce leading facts, like, "Not A Claim Disputed In 15 Years," "$100,000 Paid For Losses Within A Year," "Without A Lawsuit," "Prompt Payments Always," "Solid As A Rock," "$500,000 Capital," "Positive Investment," "Protect The Home," and other catchy headings. As soon as losses are settled, see to it that the local papers speak about it; and remember that in life insurance, large risks taken are interesting items of local news. Local agents will find it advisable to advertise to more than moderate extent in the local papers, and should advertise continuously. The business furnishes opportunity for many local notices, which should be improved. Letters from parties

stating that all business transactions have been satisfactory, and all claims paid with commendable promptness, furnish good material for advertising. Large companies must do all that can profitably be done by local companies, and more. The leading national mediums are necessary, and tons of printed matter essential. The printed matter must be pointed and brief. Do not serve to the public more than it can assimilate. The lengthy argument, convincing as it may be to the advertiser, will not be read by the reader. Long winded stories and dry statistics are not worth the paper they take. In these days of insurance competition, the successful company always sends out one argument at a time. The principle of driving one nail at a blow, if the nail be a clincher, is positively necessary in this business. Too many nails split the argument. The insurance company has good opportunity to do philanthropic work, and make money. It can teach the people. The successful teacher holds the grip on the scholars. Do not over advertise by making absurd statements. The truth about insurance is enough. When fires are prevalent opportunity for extensive advertising is apparent.

Jewelry and Clocks are, to a very large extent, all-the-year-round goods, and therefore require continuous advertising, to some degree of extensiveness, unless the jeweler be located in a district of a large city where he cannot find any medium distinctly covering his territory. The average jeweler should carry an advertisement in the local papers of from three to four inches continuously, and a half a column or more during and preceding holidays, and other selling seasons. The bulk of everything sold by jewelers is purchased by women. It is, therefore, essential that ninety per cent. of the advertisements be especially directed in the direction of feminine taste. The advertising of watches and other articles for men need not always be written to especially appeal to man, for the woman, even more than the man, controls the purchase of such articles. It is her taste and experience which influence her husband, and the other male members of her family. The jeweler should invariably advertise one article at a time, and should attempt, if possible, to make a specialty of some particular article, and in making such a specialty, to push it to every advantage. A dozen new and effective advertisements can be made upon the qualities and prices of clocks. Advertise a clock for the office,

another for the dining room, for the parlor mantel, for the bedroom, for the hall. Make leaders of servants' clocks and kitchen clocks. Tell people that that servant girl of theirs will not be so likely to be late if she has a telling-time clock. Advertise alarm clocks, cheap clocks, expensive clocks. Do not let the descriptive matter about clocks or other articles in the store be lengthy. Do not use technicalities. Simply tell people what you have, and what it will do. They care nothing about the inside workings of a clock and watch, if the outside workings are satisfactory. The jeweler has sparkling opportunity for sparkling advertising. Advertise rings for lovers, rings for old women, rings for men — one ring at a time. Tell about your repair shop, and the promptness and the nicety of your work. Make silverware prominent. It is often advisable to have a run on thimbles, and other low priced articles. It is frequently beneficial to sell them at cost in order to bring people to the store. Lay aside fifty thimbles of a certain kind, or fifty clocks, and use them as a leader, or as a bait, for the sale of other goods. Do not let the holidays run ahead of the holiday advertising. Better advertise before the holidays than during the holidays. Better still advertise extensively slightly preceding holidays than during holidays. The shrewd jeweler will advertise in season as well as preceding season, and will make every effort to build trade during dull season. Announce that you have the true time constantly on hand, and that watches will be regulated free. Circulars are of no particular value, even if they are gotten up in the highest style of the art, to the average jeweler, but announcements once in a while are generally beneficial.

Kitchen Goods are always salable, and some of them have the distinction of possessing special seasons. Begin to advertise gas and oil stoves a month or so before the hot season, and continue until within a month of its close. Announce in big letters that a Johnny Cake, or something else in the cookery line, baked on one of the so-and-so oil or gas stove, will be presented to every lady who may call for it. Cook the articles in plain sight of the public, and for two or three weeks bill the town, and fill the papers with the announcement. In the cold weather, especially before it is fairly settled, push the staple articles of the trade. Do not stop the advertising entirely in any part of the year.

Under no circumstances withdraw the advertising during any season of the year. Goods in this line sell all the year round, and the man who does the business is the man who pushes for business during the so called dull season. The advertisement need not necessarily be large. From two to six inches of an average, throughout the year, are generally sufficient. See HARDWARE.

LAMPS. — See CROCKERY.

LAUNDRIES should keep a moderate-sized card running throughout the year. If cheap prices are an object, advertise cheap prices, specifying the price on each leading article. Announce prices alternately with quality of the work. Be particular to advertise promptness. State that you will call for the laundry and deliver it. Guarantee satisfaction.

LAWYERS cannot in good taste use more than a modest card in the local papers. Lawyers, like all other professional men, have intimate relations with the local Press, and can easily exert their influence to obtain unobjectionable notice of successful suits. In small towns, lawyers consider a small continuous card in the local papers a business necessity. Large law offices, making a specialty of collections and other legal business, will find quite extensive local advertising beneficial. Change the advertisement as often as possible — every time if convenient.

LIFE INSURANCE. — See INSURANCE.

LUMBER DEALERS will find it a good plan to advertise special lines of lumber, and to be particular in speaking of the quality of the building material they furnish. There is so much green lumber now in the market that the man who can establish his reputation as always selling kiln dried lumber is sure, sooner or later, to do the business of the town.

LUMBERMEN will find moderate continuous advertising beneficial, and it is generally advisable to increase it to a limited extent during and preceding the building months.

MARBLE AND STONE master workers are about on a par, so far as advertising is concerned, with the lumber men; and will find it advantageous

to carry a small card in the local papers throughout the year. Obtain local newspaper mention of all artistic designs or specimens of marble or stone cutting, as of monuments, fronts of buildings, and special work or carving in marble or stone. Change the advertisement as often as possible.

Masons should do advertising to about the extent done by builders and lumbermen; very moderately, and always continuously. Obtain local newspaper mention of unusually large or difficult to perform contracts, and of their successful completion. A card of from two to four inches in the local papers is about sufficient.

Markets for meat and provisions need an advertisement of from three to six inches, continuously in the local papers. Advertise goods in their season. Have a good deal to say about fresh meat, tender steak, juicy chops, cucumbers just from the vines, new potatoes, ripe tomatoes, berries picked to-day; but do not misrepresent. Detection is sure, for the customer has the senses of sight and taste arrayed against the dealer. Announce prices frequently; fair prices for first-class quality. Markets should always have some specialty for advertising. People can be made to eat almost anything that is good if the market man sees to it that they know about it. It is easy to create a run on some lines of eatables, and to establish a large trade in this direction.

Men's Outfitters. — See Furnishing Goods and Hats and Caps.

Milkmen in general need not advertise more than a small card in the local papers; but the dairy-man, with a fancy farm, will often find that somewhat extensive advertising of pure farm milk, and other products of the farm, will build up a large and permanent patronage. With the present watery condition of milk, at any rate its supposed watery condition, it will take considerable advertising to get new customers, but advertising will do it, if the milk be satisfactory.

Milliners should carry the style of the hats and bonnets into the advertisement, which should be tasty always, and vary as often as do the styles, and number of styles. Let the card be of fair size, say of from

two to six inches, throughout the entire year; and at least twice as much space should be used just preceding and following the seasons. Originate some stylish style of bonnet or hat, give it an appropriate and well-sounding name, and force its recognition from every lady in town and about. Cater to the tastes of the community in advertising, as well as in the management of the goods, and let the advertisement be as fresh as the freshest new bonnet. The openings should be well advertised, and written up artistically and correctly. If the local newspaper man has not the peculiar ability to describe the indescribable, find some lady of taste, imagination, and knowledge of millinery, to furnish the substance of the article; perhaps the milliner can do it, but the chances are that an outsider can produce a freshness generally difficult for one to produce who has lived and worked among the things to be written about. Milliners cater wholly to women, and their advertisements must be exclusively directed in that direction. The same taste which enables the milliner to originate styles should be carried into the advertising. Modesty is an essential. Always have some specialty, a seasonable one, of course, and advertise it extensively preceding and during season. See DRY GOODS, TRIMMINGS, and FANCY GOODS.

MUSIC, including musical instruments, absolutely requires plenty of printer's ink to proclaim its sounds and tones. The local dealer in musical things must be one of the large advertisers. The advertisement should never be withdrawn, and it should be changed nearly every week. Print testimonials, one or two at a time. When sales are made to local celebrities, see to it that the local press mentions such sales. Carry in stock a large number of some extremely popular air, put the price on it down, and keep the local papers full of it. If some amateur musician or singer of note renders it, be sure the name of the piece is given in the report of the performance. Always have some new and catchy selection before the public, and, through advertising it, force the people not only to purchase the piece in question, but to look over the stock on hand; in other words, have constantly a drawing card before the public, and be sure that it has sufficient worth to substantiate the advertising claims. It is frequently advisable to print in the local paper the first stanza of some popular song; to arrange it so that the local musicians sing it fre-

quently. The music dealer has opportunity of making his music popular, and the moment he makes it popular he will do business. It is generally beneficial to print in the local papers sundry squibs telling about the author of some popular song, giving little points about his history, and how he came to write the song. All this is news of interest, and furnishes the best of advertising. Pianos and organs require much local pushing. Do not advertise more than one instrumental quality point at a time. Speak of the wear, the long time between tunings, the delicacy of tone, the outside finish. Testimonials are essential, if they are good ones, but don't print too many at a time. See to it that your instruments receive local newspaper mention.

Oil Stoves. — See Kitchen Goods and Stoves.

Organs. — See Music.

Paint dealers, so far as advertising is concerned, are about on a par with painters; but should do in addition a more or less amount of special advertising of ready-mixed paints, in their season; and if the town is of considerable size, it may be beneficial to extensively advertise this commodity. The paint dealer should always have some particular paint before the public. It may be a household paint, an outdoor paint, a varnish paint, or a quick drying paint, or a dressing for the floor. Make a specialty of these lines, advertise one at a time, and gain the patronage of those people particularly anxious to obtain this particular paint.

Painters should advertise about as moderately as do builders and lumbermen; and they may find it advisable to do a little special advertising slightly preceding the house-painting season.

Paper Hangings require a moderate amount of continuous advertising, say from three to six inches in the local papers. At one time advertise cheap and pretty designs for the chamber; then announce a line of hall papers, cheap and expensive; follow with a moderate sized blast on a stock of unique and artistic designs for the dining-room; devote considerable space to inform the people that really expensive-looking parlor papers can be sold at extremely low prices, consistent with profit. Adver-

tise blue papers, red papers, sunset-glow papers, green papers without arsenic, smoothly-finished papers, rough papers, dados, borders, centre-pieces, imitation frescoes, Lincrusta Walton designs. Avoid advertising more than one class of paper at a time.

PHOTOGRAPHERS will find it advantageous to run their advertisements in the local papers continuously. The advertisement should occupy never less than two inches of space, and from that up to a half a column, and from four to six inches on an average throughout the year. The photographers who cater exclusively to the fashionable trade should hesitate before extensively announcing cut prices, but a good many photographers can, with advantage, use flaming advertisements announcing specialties at special prices. Advertise children's pictures taken in the twinkling of an eye. The photographer who has the reputation of taking the finest children's pictures in town, can, by using them as leaders, draw to his studio the trade of all ages. See to it that the newspapers mention the taking of photographs of celebrities, and prominent personages, provided no objection to the publicity be made by the sitters. The taking of groups, of families, or of societies furnish allowable local news, the name of the photographic artist to be given in the notice. The photographer should be on the best of terms with the women. He should be ever courteous. His establishment should be furnished in a simple and comfortable style. He should make a specialty of some line of work, and advertise that more extensively than his general business. Let him be authority on photography in general, or on any special line of photography. He must be an artist, and an authority, to receive recognition of permanent value.

PIANOS. — See MUSIC.

PLUMBERS should run a card in the local papers throughout the year, the advertisement to occupy from two to four inches of space. Announce promptness in repairing, and be as prompt as the announcement. Plumbers are generally the subject of newspaper jokes. It is said they are exorbitant in their prices. However true this may be, the plumber should counteract it by especially advertising reasonable prices, and guaranteed quality of work. See GAS FITTERS and STOVES.

RAILROADS. — See TRANSPORTATION COMPANIES.

REAL ESTATE men, like auctioneers, will find continuous advertising essential, with marked increase during certain seasons of the year, and when they have special sales of houses and land of marketable value or for investment. Advertise for houses and land to sell, and houses to be let; and when property is placed in the agent's hands for disposal, advertise it as extensively as is consistent, using for the special advertisement not less than six inches of space, and often as much as a column. In describing the premises follow the directions given for auctioneers; in fact, as far as advertising is concerned, real estate agents and auctioneers are closely allied. Influence the local papers to print full description of the property. Make it a point to collect local real estate transfers and other similar news for the local papers; charge them nothing for it — the editors will gladly repay the kindness in local mention, which amounts to very good advertising. Originate attractive headings, let the descriptive matter be brief, and yet cover the ground. Tell the truth, and nothing but the truth. Especially adapt every advertisement to the want of the possible customers for the class advertised. Do not use too extravagant statements. If you have a house to sell which is particularly interesting to young married couples, make the spirit of the advertising reach such people. Another house is for a man of family; appeal to that man in the heading, or in the descriptive matter, better in both. Do not forget that it is as necessary to give the quality of the surroundings of the property to be advertised, as well as the quality of the property advertised. The real estate man can easily afford a local advertisement of from three to six inches continuously, with occasional half and whole columns. See AUCTIONEERS.

RESTAURANTS require continuous advertising in the local newspapers, say from two to eight inches of space. The purity of the viands is the one great thing to be advertised. Speak of the home-made bread, the pies, the cake. Announce pure milk, good coffee, creamery butter. Advertise the tender steaks and chops, and the juicy roasts. Have some especially good dishes, like English chops, plum pudding, Welsh rarebit, short-cake, apple pie, and use them as leaders in advertising. The

printing of an advance bill of fare, or a part of it, in the newspapers is often productive of good results.

SAFES have no special advertising season, except perhaps that more safes are sold during the month of January than in any other month. Read the large city papers, and whenever a burglary or fire has occurred, a large proportion of the loss resulting from the lack of a safe or vault, announce the loss and its cause in the advertisement, and in big type proclaim the advantages of having a safe or vault upon the premises. Do not miss the opportunity, always offered to advertising, whenever a safe has passed through a fiery ordeal unharmed. Local advertisements of safes should occupy from two to six inches of space, and an advertisement of some size should run throughout the year. Safes being sold exclusively to business or professional men, should be advertised with dignity, and with the utmost brevity. It is essential that a safe be secure and fire-proof, that the price be that which will meet public approval. These points must be brought out at a general sacrifice of all other points.

SCHOOLS AND TEACHERS should advertise to the extent of from two inches to half a column, for the former; and from one to two inches for the latter; during the whole, or at least, the last month, of vacation, and it is generally advisable to continue the advertisement for a month or two longer, to begin again before the winter term opens. Music teachers, and others, who devote their energies to some special department of education, will generally find it beneficial to run a continuous advertisement, of from one to three or four inches in the local papers. Opportunity is constantly occurring for much newspaper mention of commencements, examinations, exhibitions, musical soirees, which are pleasing to the pupils, and furnish unobjectionable advertising, which, if carefully directed, must recur to the benefit of the school or teacher.

SEWING MACHINES cannot be sold to any great extent by local agents without extensive local advertising. The advertisement must be as sharp as the competition; it must parade the advantages peculiar to the machine into the by-ways and hedges, in town and surrounding districts. Challenge competition. Have competitive trials with rival machines, that is,

if there be a fair show of success; and if success results fairly paint the town with printer's ink. In advertising sewing machines, modesty is not a virtue. Do not be afraid of big adjectives, and plenty of them. But do not lie about the qualities of the machine, for a lie in this direction is sure to come back to roost in the store which hatched it. Advertise machines for rent, and to be sold on instalments. Force the machine, if it have sufficient intrinsic value, upon the public; show specimens of its work; but do not pretend that it will do what it will not do. Dispel the popular libel upon the trade that sewing machine agents are the personification of cheek and misrepresentation, by being scrupulously honest. Remember that big words and booming statements to be effective need not be given to exaggeration.

Shoes.— See Boots and Shoes.

Sporting Goods. — Guns, bicycles, fishing tackle, base balls, bats, tennis and yachting outfits, dumb bells, boxing gloves, and anything used for recreation, pleasure, or sport, can be classed under the general term of sporting goods. Nine-tenths of the buyers of sporting goods consider such goods luxuries; consequently it is necessary to limit the advertising appeals almost exclusively to a class of men and women interested in sporting events, or to those who can be made to be interested, with a certain amount, of course, of general advertising which is liable always to bring in returns. Sporting goods, or rather people who use sporting goods, are continually furnishing material for local newspaper mention. Shooting contests are of public interest, and the simple mention of the gun or pistol used, in the account of the match, does not have the appearance of advertising, and yet impresses the public with the value of the arms used. Do not state that the gun is the best made in so many words; simply print the remarkable scores made with it. Speak about the scores made by crank sportsmen with the gun which you have to sell, and state that every member of some prominent rifle team uses the gun exclusively. Furnish readable, interesting and newsy rifle news to the local papers; charge them nothing for it. Put yourself out to get it, and the local paper will not find fault if you occasionally run in a mention of the arms used. Do not say directly that the base balls sold by the agent will out-wear

any other base balls made. Simply let the public incidentally understand that such and such a local club will not use any other make of balls. Fishing tackle is worthy of special advertising, preceding and during the season. Vary the substance of the advertisement to fit the demands of all classes and ages of fishermen. Yachting and tennis suits, of course are worn during their respective seasons, and should be advertised preceding the season, by a month at least, and the advertisement should continue to the close of the season. If the suits are known by any particular name, it is very easy to secure such mention as, "Maj. Smith looks well in his —— yachting suit, or tennis suit." The name of the manufacturer of the racket used by the winning tennis player can be legitimately mentioned in an account of the contest. Dumb bells, and other gymnastic apparatus, are generally used during that season of the year when out-door exercise is uncomfortable on account of the weather. Every physician believes in exercise; the gospel of out-door and in-door exercise is being preached fervently by medical men. Impress upon the people the advantages and the necessities of exercise, and incidentally remark that such and such apparatus has been, and can be used, to the great increase of physical strength and good health to all. Just as soon as it is uncomfortable to exercise out-doors, keep the local Press full of information leading to in-door exercise. The sporting dealer can in this combine philanthropy with money-getting. The advertisement of all sporting goods should begin in the local papers one or two months preceding the active selling season, and should continue close up to the close of the last month in which the articles can be used. The advertisement should never occupy a less space than two inches, and frequently the use of a half column, or a column, will pay the advertiser. See Bicycles.

Stables require a reasonable amount of local advertising say, from two to four inches in the newspapers throughout the year. Make up special advertisements, as "Good Trotters To Let," "Saddle Horses," "Family Teams," "Horses Children Can Drive," and the like. During the summer season advertise phaetons for ladies; during the winter, sleighs for everybody. Occasionally announce that horses really enjoy boarding at the stable.

STATIONERS AND BOOKSELLERS need continuous advertising of fair size, in the local papers. Keep the most fashionable letter paper in stock, and before the public. Advertise diaries of all sizes, shapes, and prices, during December. Interest book-keepers in the quality of the ledgers and other account books. Announce engraved cards and invitations as specialties, and have a big frame of samples in the store or window. Create a run on albums. Especially advertise school books just before the opening of school. Always keep a stock of the popular novels and other books, and boom the particular book which is known to be receiving national comment. It is well to especially advertise cheap editions of recognized works; in fact, it will often be found beneficial to use this class of pamphlets for a leader in attracting more profitable trade. If the publisher of a book in great demand has not presented the local editor with a copy, give him one for review, the name of the local dealer to be mentioned; and furnish the editor with occasional notes and comments about the book, which will aid in stimulating and holding the demand. The stationer's and bookseller's advertisement should be continuous, never less than three or four inches, and often as large as from a half to a whole column, especially preceding Christmas. The bookseller is supposed to be an educated man. He must be more or less authority on literature. He can easily obtain from the local papers mention of any books which he carries, and short descriptive articles of authors and artists. All this class of local matter is news, and will be gladly printed, if properly written. Under no circumstances advertise more than one thing, or one book, at a time. The general book advertisement is well nigh valueless, when an advertisement of some particular book, if that book be popular, or is such that can be made to be popular, will attract and hold the attention of readers, and sell the book.

STEAMERS — see TRANSPORTATION COMPANIES.

STEAM FITTERS — see GAS FITTERS and PLUMBERS.

STONE WORKERS.— See MARBLE.

STOVES AND FURNACES naturally should have double the amount of advertising, preceding, and during the cold season; but the dealer should

guard against falling into the popular error of stopping the advertisement during any portion of the year. Many stove dealers find it particularly beneficial to advertise extensively during the warmer months, believing that the majority of people purchase in their minds, if not otherwise, their stoves, furnace, or other heating apparatus, long preceding the time of actual buying. Have much to say about the heating qualities of the stoves and furnaces, the fuel required, the small amount of work required in their care. Re-print in pamphlet or circular form, some lecture or article on ventilation and heating, and with it the advertisement of some stove, furnace, or other heating apparatus, which conforms to the sanitary principles of the lecturer or author. Open-grate stoves are worthy of special pushing; furnaces require considerable advertising; and parlor stoves need their peculiar qualities and external appearance bulletined in the local papers. Original and attractive advertising can be suggested by the cooking qualities and conveniences of the kitchen stove, with special stress upon the economy of fuel, the capacity and the conveniences of hot water tanks, warming ovens, bracket shelves, and other commodities with which first-class cooking stoves and ranges are now fitted. Hot water and steam heating, at the present time, being so extremely popular and comparatively little understood, except by those who use them, that it is necessary for the retailer to especially explain the advantages of these methods of heating. He should be particular to tell the people about the economy of such methods, their extreme ease of running, and to bring out the special advantages, as well as counteract any prejudices which old fashioned people may have against the newer methods of warming. The size of the advertisement should never be less than from two to three inches all the year round, frequently to be increased to as much as half a column or a whole column preceding and during season, and even between seasons. See Gas Fitters.

Tailors will find beneficial continuous and moderate sized advertising in the local papers. The card should vary in size from two inches in the time of between seasons, up to a half column preceding and during the busy months of the year. Do not stop the advertisement at any time, for a surprisingly large number of people invariably put off getting measured for clothes until late in the season, and the progressive advertising tailor

is certain to gain much of the tardy custom. It is sometimes advisable to announce cut prices between seasons, but let the cut be confined to the price, not to the quality of material or workmanship. In some places tailors of conservative and high reputation will hesitate about lowering the price at any time, and will confine their advertising to the modest, unobtrusive card of from two to four or five inches in the local papers, supplemented with handsomely printed or engraved announcements. A popular line of durable fabric, of assorted colors, can be used as a leader; and uniforms for local military companies, bands, firemen, secret, or other occasional parading organizations, form opportunity for extra advertising. A run on well fitting, well made trousers will bring considerable new trade, which may become permanent. Tailors' advertising must be adapted to fit the town, the character of the trade catered to, and the seasons. See CLOTHING.

TEACHERS.— See SCHOOLS.

TEA AND COFFEE stores require much local advertising; never less than a running continuous card of from three to six inches, and often from half to an entire column can be advantageously used. Have some special grade of tea or coffee for a leader. State its quality and its price, both of which must vary to suit the condition of the customers. No matter what the quality, have it unadulterated, and precisely as represented. Announce hot tea or coffee for fairs, parties, or assemblies. Grind the coffee on the premises, in the window if convenient. Cocoa and chocolate are a part of the trade, and furnish opportunity for advertising. By quality, price, and the advertising of them, establish a local reputation, and maintain it by keeping up the standard of the goods, and the freshness of your advertising.

TINSMITHS should run a continuous card in the local papers, say from two to four inches. Advertise some special line of ware which is a necessity in every household. Always announce repairing done with promptness.

TRANSPORTATION companies, such as expresses, railroad excursions, or passenger steamboats, stage lines, and the like, which depend upon local

patronage, find it absolutely necessary to do more or less local advertising. Present the local papers with passes, — not free passes, for there is no such thing as a free pass. The editor who obtains a so-called free pass pays for it generally to the equivalent of six times its face value. It would be better for the editor if there were no alleged free passes. Issue to him the pass, and he will reciprocate in valuable notices. If running excursions influence the editor to print descriptions, or mention, of the ride or sail, the objects of interest, the cool breezes, the rest and quiet, the substantial table. Little squibs about the scenery and other attractions furnish unobjectionable semi-local news, and do much to attract excursionists. Always announce the time tables, and the price of tickets. Interest churches and societies, and make special terms for them. Advertise to be on time, and always be on time. Arrange special excursions, and advertise them as far in advance as it is possible to. No matter how cheap the tickets may be, give the people all that is announced, with some happy surprise. Satisfied excursionists are constant advertisements. The local excursions in the summer, intended to give pleasure and health to participants, admit of a very large amount of red fire advertising. Describe the attractions particularly. Do not over describe them. Convince people that they really need to take an excursion, that recreation is as essential as business, for without recreation business cannot be done. Attempt to work up, through the local Press, the idea of half holidays, and whole holidays. The more holidays there are, the more business you will do. Be a friend of the clerk and employee; they are the ones you are after. You can better afford to gain the enmity of the proprietors than you can to lose the good-will of that great army of employees who make your business possible. Local passenger lines should advertise their time-tables, and do some additional advertising, if only to keep on good terms with the Press. No line of business can less afford not to have the hearty support of newspaper men than regular passenger lines. Besides advertising the local time-tables, railroads must make it a point to describe the scenery through which their tracks run. If the railroad is fortunate enough to have a short line, there is opportunity for special advertising. If the railroad have a train better equipped than any other road, announce it to the full extent. Tell people about the quality of the cars, the speed of the train, the mag-

nificent dinner served, the courteous employees. Especially announce that the nine o'clock train arrives at a certain place at one o'clock, if it does. Let the advertisement be so explicit that the business man, at a glance, can absorb the whole of it. If the railroad has not had a serious accident for a long time, announce that fact. If it is double tracked, announce that. If the road-bed is particularly smooth, tell people about it. If a particular train has not been delayed for a long time advertise that point. Do not advertise more than one point at a time. Pound into the business head of the business man some particular point which your road has, and no other road is supposed to possess, that he may always remember your road by that point. If you have several points, pound the several points in, at different poundings. To-day, railroad companies can be reckoned among the great advertisers. The majority of railroad posters are not attractive. They have too much on them. They tell people more than they should tell them, for the simple reason that people will not read long poster matter. The poster should never have small type upon it. Any one should be able to read the whole of it while passing at a moderate speed. Colored ink is essential in railroad poster advertising. The majority of railroad folders do not give the information so that one can easily find it. When a train arrives at a certain point, even if necessary to repeat, the folder should tell the man who leaves Smithville at nine o'clock when he will arrive at Jonesville, even if Jonesville is on a branch road, if, of course, Jonesville is important enough to be given space for this information. If there is a steamboat run in connection with the railroad, let the people know how long that steamboat run is, and the character of the route. Do not allow railroad folders to be too general; let them be specific. If there are five first class hotels on the line of the railroad, and the railroad desires to announce them, tell people how large they are, and give the rates. Do not insert such statements as "Many hotels all along the route." That means nothing. If the railroad is announcing excursions, do not refer back too much. A person wearies when reading Excursion 940, if he is obliged to look up Excursions 306, and 511, and 902, to find out anything about it. The so called poetical matter, in the average descriptive folder or railroad book, descends to the level of what newspaper men call "rot." People care nothing about "the cloud-topped mountains" and

"the sublime scenery," in general expression. Quotations from the poets mean very little. What the public want to know is, how high is that mountain, how much does it cost to get there, what can you see after you get at the summit. The poetical part they will attend to themselves. In preparing descriptive books, do not lump your information together in long chapters. Make the descriptive book almost in the form of an encyclopædia. Divide it up into frequent paragraphs, and distinct sections. In describing scenery along the line, do not put it into conversational style, working in characters which are of no interest to the reader, but describe each point or section by itself. Tell how far it is from the central station, and what there is in the place. Give information about the hotels, and prices, the drives about the town, and other attractive points, giving each point distinctly by itself, so that each point will be appreciated. Illustrations in books of this class are absolutely essential. In the illustration can be all the art and poetry needed to please the æsthetic taste. The descriptive matter is business. The printing of a bill of fare in the railroad folder, with the price of the dinner distinctly marked at the top of the bill of fare, will make more people buy the dinner than all the adjectives and expressions about "fruit in its season" and that sort of thing. Generalities here must be ignored, and special points brought out in the full strength of their merits. Do not be so formal in the printing of legal points in limited tickets and excursions as to frighten the people into believing that there is a catch somewhere, and that you are attempting to spoil their pleasure. There is a pleasant and unpleasant way of getting over difficulties. See HOTELS.

TRIMMINGS admit of considerable local advertising, say from three or four inches of space to double that amount or more. Change the advertisement every week, and if it runs in a daily paper, have it fresh every day. When sold in connection with other lines, as trimmings generally are, they furnish fine opportunity for special advertising, and can be advantageously used for runs or leaders. Advertise few at a time; a detailed description of the stock is impossible; and a well-written advertisement of even one class of trimmings, with casual mention of the completeness of the stock, will by no means limit trade to the class advertised. Advertise the fashions, and if possible be the first in town to

announce fashionable designs in goods advertised. See DRY GOODS and MILLINERS.

UNDERTAKERS cannot consistently do more than a moderate amount of advertising. The card should occupy a space of from one to four inches in the local papers, and should run continuously. Announce that calls are answered at all hours of the day or night.

VARIETY STORES have unusual opportunity for striking advertising. The space to be occupied should vary from four or five inches, up to a column or more. Start a run of some popular article in stock as often as once a month; every week is better; and wake up the people who really need the article, but don't realize it, into buying. Boom dollar goods, and fifty cent goods, and goods for a quarter apiece. Devote an entire advertisement to ladies' travelling, and other hand bags. A half column can be advantageously filled in proclaiming the beauties of a line of vases, which are sold at the lowest price consistent with profit. Keep lines of porcelain and earthern ware for decorative purposes. Advertise them extensively. Print a circular, or small pamphlet, on the subject, and obtain mention of it in the local papers. Advertise fashionable things at unfashionable prices, and urge the fashion along, if it needs it, by plenty of printer's ink. Use big type, or very small type, with large space between the lines. The personal letter sort of advertisement is to be recommended. In it opportunity is given to interestingly describe articles for art, fancy work, or necessity, with a deal of valuable information to the public, which will make the announcements looked for, thoroughly read, and often digested. See DRY GOODS and FIVE CENT STORES.

WAGONS. — See CARRIAGES.

WHEELWRIGHTS AND BLACKSMITHS will find a small card in the local papers of benefit. The advertisement should run continuously and occupy from two to four inches of space. Announce promptness in repairs, and care in horse shoeing. If an improved nail or shoe be used, advertise the fact, with the advantage from its use.

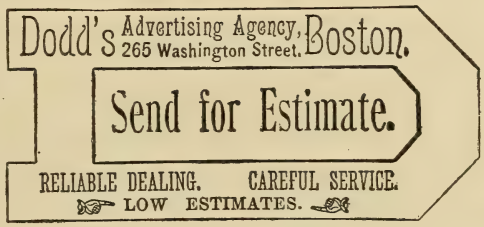
IT has never been our policy to take the advertiser's last dollar the first or second year of his advertising, but rather to adapt the style and character of work to the ultimate end to be accomplished. For this reason, more than any other, our customers that commenced with us years ago are "still with us." We have to-day on our books those whose first year's expenditure was as low as $500, but who now annually expend through this Agency from $15,000 to $20,000; while others starting as large advertisers of course greatly exceed these figures.

We have made a specialty of STANDARD ARTICLES OF MANUFACTURERS, and any dealer having a special article of merit is invited to correspond with us.

In a single page advertisement we can scarcely do more than call attention to the fact of our existence and the reason for our being a little apart from the others bearing the same title. We believe that the Agency should be an Attorney for the advertiser, and if properly manned, it should be able to supply the deficiency of the client: if it be change in copy, it has the proper man at hand to supply that service; if it be the selection of territory, the adapting of mediums to readers necessary for success, the seeing that our client gets full service by careful checking—all these the properly equipped Agency has at command.

The Agency, unlike the "Doctor of Advertising," need never turn any business away. If the customer is to use any medium outside the local papers of his town, it either has or can command men of the proper gauge to attend to the wants of every one.

We are often asked, "How is the advertising paying Smith & Co.? You have been doing it for some time and of course you know." This information was sought within a few weeks by the representative of a journal with half a million or so of subscribers. The dialogue (too long for reproduction here) ended with "Well, I judge from your remarks that even if you did know you wouldn't tell, as you believe *that* is only for the advertiser and the man doing his business."



So carefully have these matters received our attention that we at one time had 119 firms on our books in open accounts all in the same business, every one anxious to get pointers from another.

Information given us by the advertiser, if only a memorandum, is always kept in cipher, as are all special rates from publishers.

We have never published even a partial list of our customers, but in proof of the foregoing, we reproduce a portion of two recent letters. The first from the manager of five thousand dollars of political advertising in Massachusetts papers:—

Boston, Nov. 5, 1892.

"*I am obliged to you for the thoroughness and interest you have shown in this matter.*"

And the other from a customer who has been a continual advertiser with this Agency for *twenty-two years*:—

Oct. 28, 1892.

"*Enclosed find check for $2,658.57, which I believe is the balance due you on account. Our business relations have been long, pleasant, and happy, and I trust profitable. Your office has been my first attraction when I arrived at the station, knowing that a kind welcome awaited me from all.*"

The application of all the above, is that we are open for more business from reputable houses of every sort; the advertiser with but a hundred dollars to expend will have no more cause to complain of inattention than the one with fifty thousand. Just here is the difference between the business being done by any *one* man and by a properly equipped Agency; each *man* has his gauge and his price; while the *Agency* has or supplies the man fitted to the place; and all work given us passes under the scrutiny of either, HORACE DODD, or J. W. BARBER.

Advertising Opinion

"Majority must rule"

THE man who knows everything has not been born; the man who thinks he knows everything is born at the rate of a dozen a minute.

The law of general averages is safer to follow than the rule of exceptions.

If a health statistician, calling, note-book in hand, at a thousand houses, gathering information from a thousand people, discovers that nine hundred and fifty regularly eat mutton, and have never had their digestion affected by this article of food, and that fifty disapprove of mutton, and never eat it, he has a right to make the statement that mutton is nutritious, and a viand of healthfulness.

If out of one thousand advertisers, doing the same general class of business, and to all intents and purposes identical in business method, nine hundred and fifty believe in magazine advertising, and fifty disbelieve in it, then magazine advertising must be considered a good method of advertising, above any minority argument.

If five hundred out of a thousand believe in magazine advertising, and five hundred do not, the advertiser has a right to claim that magazine advertising is valuable to some, and not valuable to others, and that he must exercise his personal judgment, generally alone and unaided by outside opinion, before becoming a magazine advertiser.

The author of this book, with a desire to attempt to settle some of the vital vexed questions of advertising, not by his own opinion, but by the judgment of advertisers, men who spend their earned money in advertising, and who therefore have practical reason to do advertising correctly, presents the initial table of concentrated opinion.

A personal letter, accompanied by a printed slip of questions, prefaced with an explanation, was sent to every respectable advertiser in the United States, advertising in the leading national publications.

A great many advertisers, for various reasons, did not answer. Many replied, stating that their experience did not warrant them in answering any of the questions. Others preferred not to answer them, claiming that such answers possibly might open business secrets, others answered a part, stating that their experience would not allow them to answer all, while others gladly answered all of the questions, but from extreme modesty preferred that their names should not be used. These last are omitted, as the author does not propose to use anonymous communications.

The substance of the slip is appended. Following it is a table of individual opinion, given as it was presented to the author, and following that, recapitulations made up from the table.

It is obvious that the smaller national advertiser has as much right to an opinion, and that his judgment is nearly as valuable as that of the larger advertiser, for frequently the smaller advertiser is more careful in the handling of his money, for he must obtain definite result from it, while the large advertiser can afford to experiment.

It is understood that each advertiser answers from the standpoint of his individual business, and that the special plan, and profitable mediums, for any one business cannot generally be taken, without adaptation, for any other lines of trade. The reader will find that the healthful absorption of the opinions given largely depends upon his judgment, and ability to make use of the business straws which tell the travel of the business wind.

Agricultural and religious papers, small daily papers, and country weeklies, were not included in the table of relative values; not because they did not deserve a place there, but because had they been so placed, the answers would not have given them full justice. The majority of advertisers in small daily and weekly papers are local advertisers. Co-operative lists of country papers have not sufficient advertising space to allow more than the smallest percentage of advertisers to be represented, religious and agricultural papers are properly great weeklies, and it is to be presumed that every advertiser, in filling in the percentages, included these publications under the head of "Great Weeklies." The poor showing made by trade paper percentages must not be taken as against trade

paper advertising, for a great proportion of national advertisers do not use trade papers, as their business is of a character which makes national advertising essential, and trade paper advertising not necessarily important.

For convenience and to save space, the questions have been numbered, and the answers given under corresponding numbers.

DEAR SIR,

The writer has in the printer's hands a book, entitled, "Building Business," written from the advertiser's standpoint, a genuine text book on advertising and printing, entirely disconnected from any advertising agency, printing establishment, or other business house. It is not a book of free circulation, for no copies will be given away. The important chapter in the book is the following:

ADVERTISING OPINION

The expressed opinions of leading American advertisers on the vital questions of advertising; presenting the results of both broad and specific decisions upon important vexed problems of advertising.

This chapter will give information of the utmost importance to advertisers; it will not reflect the author's opinion, but will present your opinion and the opinion of other great advertisers so tabulated as to give clearly combination result, a composite picture of business decision. You are earnestly requested to fill out the following blanks; it is hoped you will fill them all out; if you object to any of them, fill out those you do not object to. It is understood that your answers are general, not specific, and cannot possibly compromise you or make public any business privacy.

1. Firm name.
2. Address.
3. Principal articles advertised.

What do you consider the relative value of the following classes of advertising, reckoned on the basis of 100 per cent. for the one bringing you the most business:

4. High grade magazines per cent.
5. Family magazines, of medium grade per cent.
6. Great weeklies per cent.
7. Great daily papers per cent.
8. Sunday papers per cent.
9. Trade papers per cent.

10. Lithographic work per cent.

11. Circulars per cent.

12. Catalogues per cent.

13. Calendars per cent.

14. Advertising novelties per cent.

15. Would you rather have an advertisement of given size appear every month in a monthly, than to have twice as large an advertisement appear every other month in the same publication? Answer yes or no.

16. Would you rather have an advertisement of given size appear every week in a weekly than to have twice as large an advertisement appear every other week in the same publication? Answer yes or no.

17. Would you rather have an advertisement of given size appear in every issue of a daily, than to have twice as large an advertisement appear in every other issue of the same paper? Answer yes or no.

18. Generally speaking, about how much more is it worth to have an advertisement next to the reading matter, or facing the reading matter, in any publication, than to have the advertisement occupy running space in the same publication? Answer by giving per centage.

19. What additional per cent. is outside cover of a magazine worth, over inside space?

20. How often should an advertisement be changed in a magazine?

21. How often should an advertisement be changed in a weekly?

22. How often should an advertisement be changed in a daily?

23. Would you advise the continuous use of cuts?

24. Would you advise the use of the cuts one half of the time?

25. Would you advise the use of cuts at all?

26. Generally speaking, is it advisable to expend $100 in each of 1,000 publications, in preference to expending $1,000 in each of 100 publications? Answer yes or no.

27. How few publications can be used in covering the entire United States?

28. Do you believe in advertising more than one thing at a time in the same advertisement? Answer yes or no.

29. What is the limit of the number of words, generally speaking, allowable in a first-class advertisement, say of about four inches?

30. Do you consider money expended in advertising, expense or investment, or both?

NOTE.— The full face figures indicate the questions, the answers immediately follow their respective numbers. Numbers are omitted wherever the questions are not answered.

1 Alliance Carriage Co. **2** Cincinnati, Ohio. **3** Carriages and Buggies. **4** 20. **5** 30. **6** 100. **7** 40. **8** 50. **9** 50. **11** 75. **12** 75. **14** 25. **15** Yes. **16** Yes. **17** Yes. **18** Double. **19** 50 per cent. **30** Both.

1 Atchison Topeka & Santa Fe R. R. **2** Chicago, Ill. **3** transportation. **4** 100. **5** 100. **6** 50. **7** 25. **8** 10. **12** 25. **15** Yes. **16** Yes. **17** Yes. **19** 100. **20** A good ad. need not be changed. **21** Same as No. 20. **22** Same as No. 20. **23** Yes. **24** All the time. **25** Yes. **26** No. **27** This depends on what you are advertising—If for a high class of patrons the number is smaller than if you cover the whole population—100 well-selected publications will preach to all we think we can reach. **28** No. **29** The fewer the better—Our advertising is almost necessarily many worded. **30** Expense.

1 Air Brush Mfg. Co. **2** Rockford, Ill. **3** The Air Brush. **4** 75. **5** 50. **9** 100. **12** 95. **15** Every month. **16** Every week. **17** Every other day—twice as large. **18** 5 per cent. **19** 5 per cent. **20** Depends on size of ad. If small, three times a year If large, every issue, with feature in same that will connect it with former ad. **21** Every two weeks. **22** Every other day, where circulation is over 5,000. Once a week, circulation not more than 5,000. **23** Not if competitors also used cuts, otherwise a continuous use. **24** Answered in above. **25** Always, with judgment. **26** Yes. **27** Four classes. **28** No. **29** One hundred and twenty. **30** Investment.

1 Frank P. Allen. **2** Grand Rapids, Mich. **3** Book of house designs. **4** 100. **6** 90 *Youth's Companion* only. **11** 30. **15** No. **16** No. **17** Don't use dailies. **18** Don't know. **19** Don't know, have used no outside space. **20** I believe every 3 mo. Think an ad. ought not to be stale. **23** In my business, Yes. **26** No. **30** Both.

1 The American Writing Machine Co., Hartford, Conn. **3** Typewriters. **15** Yes. **16** No. **17** No. **18** 50 per cent. **20** Quarterly. **21** Monthly. **23** Yes. **24** No. **25** No. **26** No. **28** No. **29** Fewer the better. **30** Both.

1 Ames & Frost Company. **2** Chicago, Ill. **3** Bicycles. **4** 75. **5** 50. **6** 75. **7** 50. **8** 50. **9** 35. **10** 25. **11** 25. **12** 100. **13** 10. **14** 10. **15** Yes. **16** Yes. **17** Yes. **18** 25. **19** 50. **20** Every issue if good catchy advs. are used; if not, better let a good one stand. **21** Same as 20. **22** Same as 20. **23** They are not necessary, but attract the eye. **24** Same, **25** Yes. **26** Yes. **27** 100 should do it, 1000 would do better. **28** No **29** 75 to 100 in a magazine. **30** 1st an expense; if it leads to good results, as is always, or should be expected to, it is a good investment.

1 The A. Bridgman Co. **2** 373 Broadway, New York. **3** Patent Medicines and Electro-Magnetic goods. **4** 100. **6**. 100. **11** 100. **15** Yes. **16** None. o. w. **17** No. **18** 25 per cent. **19** 25 per cent., **20** Rotate three or four ads. during year. **21** It depends upon nature of article and cuts used, **22** Each day. **23** Yes. **24** No. **25** Always. **26** Yes. **28** Yes. **29** Not over 100. **30** Investment.

1 The William G. Bell Company. **2** 52 Commercial Street. **3** Boston, Mass. **4** 100. **6** 100. **15** Yes. **16** No. **17** No. **18** 25 per cent. **19** 25 per cent. **30** Both.

1 Brodix Pub. Co. **2** Washington, D. C. **3** The Home Magazine. **4** not used. **5** 100. **6** 40. **7** 30, **8** 20. **15** We would rather have a medium sized "ad." every month than double the size every other month. **16** Same as above. **17** We would prefer a large "ad." every other day than a small one every day. **18** If your "ad." is large and striking, it would not make any difference. **19** None, We prefer a white page. **20 21** Every issue. **22** Every issue unless a special offer. **23** Yes, by all means. **24** No. All the time. **25** Answer by No. 10. **26** We prefer the 100 publication. **28** If it is a specially like advertising the H. M., no other subject should be mentioned in the "ad." **29.** The fewest words in which you can make your offer courteous and smooth, without straining after brevity at the expense of clearness. **30** It is an investment and an expense, but an expense well invested.

1 W. Atlee Burpee & Co. **2** Philadelphia, Pa., **3** Seeds, Plants, and Bulbs. **4** 75. **5** 25. **6** 100. **7 8 9** We do not use. **11 12** We do not use publications of other concerns but consider our own catalogues of far more value and importance than any other mode of advertising. **15** Yes. **16** No. **17** We never use dailies. **18** 25 per cent. **19** 35 per cent. **20** With us, every issue. **21** Every issue. **22** We do not use. **23** No. **24** No. **25** Yes. occasionally. **26** No. **28** No. **29** About one hundred and fifty words in good display of type. **30** Both, but we charge it expense account.

1 Bradley & Company. **2.** Syracuse, N. Y. **3** Carriages. **4** 100. **6** 100. **9** 100. **12** 100, **13** nil. **14** nil. **15** Yes. **16** Yes. **18** 25 per cent. to 50 per cent. **19** 100 per cent. **20** Each issue; but a series of 4 or 6 advertisements might be alternated in 12 issues. **21** Same as above with a larger number in the series. **23** Not necessarily. **24** Yes. **25** Yes. **26** No. **28** No. decidedly No. **30** Both, but largely investment.

1 Belle of Nelson Distillery Co. **2** Louisville, Ky. **3** Belle of Nelson whiskey. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. **19** 50 per cent. **20** Every two months. **21** Monthly. **22** Weekly. **23** Yes, **24** At all times. **25** Yes. **26** Yes, if cheap article; no, if costly. **27** Ten. **28** No. **30** Investment, by all means.

1 William Evarts Benjamin. **2** 751 Broadway, New York. **3** Rare books, prints and autographs. **4** 60. **5** 15. **6** 50. **7** 10. **9** 20. **11** 70. **12** 100. **15** Appear every month in a monthly. **16** Every week in a weekly. **17** Twice as large an advertisement appear in every other issue of the same paper. **18** 20 per cent. **19** 50 per cent. **20** Every issue. **21** Monthly. **22** 3 times a week. **23** No. **24** About, **25.** Yes. **26** $1,000 in each of 100 publications, **27** 100. **28** Yes. **29** 75. **30** Expense.

1 Bradley & Woodruff. **2** 234 & 236 Congress St., Boston. **3** Books (Publishers). **4** 100. **5** 10. **6** 10. **7** 10. **8** 5. **9** 100. **10** None. **11** 75. **12** 50. **13** None. **14** None. **15** Yes. **16** Yes. **17** Yes. **18** 50 per cent. **19** 75 per cent. **20** Every issue. **21** Every issue. **22** Every issue. **23** Yes. **24** Every time if possible. **25** Every time if possible. **26** Yes. **27** Leading high grade magazines, for in our business readers of books generally refer to book notices in said magazines. **28** Yes. **29** As few as possible to describe articles so advertised. **30** Both.

1 Best & Co. **2** West 23d St., N. Y. **3** Children's Clothing. **4** 75. **6** 100. **7** 100. **8** 75. **12** Valuable as adjuncts to newspaper advertising. **15**

Yes. **16** No. **17** No. **18** 50 per cent. **19** Prefer inside next to reading. **20** Every time. **21** Every time. **22** At least every other day. **23** Yes. **26** No. **28**. Yes. **30** Both.

1 The Beeman Chemical Co. **2** Cleveland, Ohio, **3** Pepsin Chewing Gum, Pure Pepsin, etc. **4** 50. **5** 33. **10** 100. **15** Yes. **16**. No. **18** Twice as much. **19** Much more valuable. **20** A well-worded ad. we seldom change. **23** Yes. **24** All the time. **25** Most certainly. **26** No. **27** All the principal monthlies, *Youth's Companion*, *Ledger*, *Allen's List*, *Vickery's List*, do well for us. **28** We have but think it bad advertising. **29** As few as possible. **30** Both.

1 Bloomingdale Brothers. **2** Third Avenue, New York City, N. Y. **3** Dry Goods at Retail. **6** For mail orders 100. **7** 100. **8** 100. **11** 25. **12** For mail orders 100. **15** Yes. **16** No. **17** No. **18** 15. **19** 50. **20** Retail Dry Goods Every Issue. **21** Retail Dry Goods Every Issue. **22** Retail Dry Goods Every Issue. **23** Yes. **26** No. **28** Yes. **29** 75. **30** Both.

1 H. H. Babcock Co. **2** 406–412 Browne St., New York. **4** 25. **9** 10. **11** 50. **12** 50. **14** 15. **15** Yes. **16** Yes. **17** Yes. **18** Cannot say. **19** Very little. **30** Both.

1 The Boynton Furnace Co. **2** 207. 209 & 211 Water St., New York, 195 & 197 Lake St., Chicago. **3**. Furnaces, ranges, hot water and steam heaters, **4** 100. **5** 25. **6** 25. **7** 50. **9** 50. **11** 100. **12** 100. **13** 25. **14** 25. **15** Yes. **16** Yes. **17** Yes. **18** 25. per cent. **19** None. **20** Frequent changes. **21** Frequent changes. **22** Frequent changes. **23** Yes. **24** All the time. **25** Yes. **28** Yes. **29** 75. **30** Expense.

1 C. C. Briggs & Co., 5 & 7 Appleton St., Boston. **3** Pianos. **4** 40. **5** 30. **6** Don't use. **7** Don't use. **8** Don't use. **9** 100. **11** Don't use. **12** 10. **13** 20. **14** 20. **15** No, under certain circumstances. **16** No, under certain circumstances. **17** No. **18** 10 per cent. **19** 10 per cent. **20** About the time it ceases to pull. **21** About the time it ceases to pull. **22** Nearly every time. **23** Yes. **24** No. **25** Yes. **26** No. **30** Expense.

1 The Brownie Company, H. E. Dick, Treas. **2** 154 Lake St., Chicago. **3** Palmer Cox's Brownie Stamps. **4** 100. **5** 5. **7** 12. **9** 2. **11** 6. **15** No. **16** No. **17** No. **18** Benefited about 15 per cent. **19** None in our business. **20** Every three months at least. **21** Every insertion. **22** Every day. **23** If attractive and in variety. **24** No. **25** If they attracted the attention ours do. **26** No. **27** That would depend on the field you wanted to cover. The magazines cover a certain field. We have orders from almost every country in the U. S. from mag. adv. **28** No. **29** Not to exceed fifty, **30** Investment.

1 Abram Cox Stove Co. **2** Philadelphia, Pa., **3** Novelty Furnaces. **4** 10. **5** 10, **6** 10. **7** 10. **8** 20. **9** 20. **10** 30. **11** 30. **12** Necessary medium. **14** 100. **15** Yes. **16** Yes. **17** Yes. **18** One third. **19** 50 per cent. **20** Every issue. **21** Once a month, **22** Once a week. **23** No. **24** Yes. **25** Yes. **26** Depends very much upon the publication. **27** Don't know. **28** No, unless it is a line of goods. **29** Can't say. **30** Expense.

1 California Fig Syrup Co. **2** 324 Hayes St., San Francisco, Cal. **3** Syrup of Figs. **4** 50. **5** 25. **6** 50. **7** 50 Small daily papers, 75 per cent. **8** 25. **9** 10. **10 11 12 13 14** 100, if well done. **15** Yes. **16** Yes. **17** No. **18** 10 per cent. **19** 25 per cent. **20** Annually if a good one. **21** Annually if good — if not good the sooner the better. **22** Annually *if good*, **23** Yes. **26** Yes. **27** From 10,000 to 15,000 to cover thoroughly. **28** It depends. **29** From 150 to 200, **30** Both.

1 Clark Coffee Co. **2** 14 Broad St., Boston. **3** Cocoa, Coffee. **4** **5** 100. **6** 100. **7** 100. **9** 100. **10** 50. **11** Of high grade. 100. **13** 10. **14** 40. **15** Yes. **16** Yes. **17** No. **18** 50 per cent. **19** In some cases none. **20** Every issue. **21** Every issue. **22** As often as advertiser can find time to write good ones. **23** Yes. **24** Yes, if you can't get them all the time. **25** Yes. **26** No. **27** Don't know. **28** No. **29** 30 is enough. **30** Investment, of the *best kind* if rightly spent.

1 Henry H. Cole, Advertising Manager, Boston. **4** 100. **5** 50. **6** 80. **7** Local 75. **8** Local 75. **9** In same line, 100. **10** Auxiliary, 75. **11** Auxiliary, 75. **12** Auxiliary, 100. **13** Auxiliary, 75. **14** Auxiliary, 75. **15** Yes. **16** Yes. **17** No. **18** 30. **19** 50. **20** Every issue. **21** Every issue. **22** Every issue. **23** No. **24** Yes. **25** Yes. **26** No. **27** 10. **28** No. **29** 50. **30** Both.

1 Cutter Tower Co., Typewriter Dept. **2** 79 Milk St., Corner of Federal, Boston. **3** Franklin Typewriter. **15** Yes. **16** Yes. **17** Every other day. **18** 50 per cent. more. **19** 20 per cent. more. **20** Every two months. **21** Every four weeks. **22** Every ten days. **23** Would advise the use of cuts all the time. **24** Yes. **25** Yes. **26** No. **27** Four. *Harpers'*, *Century*, *Scribner's*, and *Cosmopolitan*. **28** No. **29** 100. **30** Expense.

1 Capitol Heater Co. **2** Detroit, Mich. **3** Hot Water House Heaters. **4** 90. **9** 100. **11** 90. **15** Yes. **16** Yes. **17** No. **18** 50 per cent. **19** In our business inside, with other heaters, probably about as good. **30** Pretty purely investment, with a new concern, like ourselves.

1 R. A. Craig. **2** 41 Times Bldg., N. Y., **4** to **14** No general rule can be set down as it entirely depends upon the article to be advertised. **15** Yes. **16** Yes. **17** No. **18** 10 to 25 according to paper. **19** 25. **20** Every time. **21** Every time. **22** Every time, but same repeated. **23** No. **24** Yes. **25** Yes. **26** Depends upon the business. **27** Depends upon the article. **28** No. **29** Depends upon the article advertised. **30** Investment.

1 Chicago & Eastern Illinois, R. R., Chas. L. Stone. **2** First Nat. Bank Bldg., Chicago. **3** Railroad Passenger Service. **4** 30. **5** 20. **6** 25. **7** 100. **8** 40. **9** 20. **10** 40. **11** 80. **12** 20. **13** 90. **14** 100. **15** Yes. **16** Yes. **17** Yes. **18** 75 per cent. **19** 100 per cent. front cover, 25 per cent. back cover. **20** Only when absolutely necessary. **21** Only when absolutely necessary. **22** Same as above. **23** Yes, if characteristic. **24** Yes, if not used all the time. **25** Yes. **26** Yes. **28** No. **29** Not over 60. **30** Both.

1 E. St. John. **2** C., R. I. & P. Ry. **3** C., R. I. & P. Ry. **4** When properly located and too many pages are not devoted to advertising, 100. **5** 60. **6** 100. **7** When confined to a reasonable number of pages which contain more reading matter than advertising, 100. **13** **14** It depends upon what they are. **15** Yes. **16** Yes. **17** No. **18** 100 per cent. **19** 25 to 50. **20** Every two or three months. **21** Not at all — would carry a regular ad. regularly and add line notes, changeable as occasion requires. **23** Yes, gotten up attractively and with a trade mark heading, which should become familiar at a glance to all readers. **26** No, not as a rule. **27** Probably 500. **28** Yes and no; it depends. **29** It varies, and no abitrary rule can be adopted. **30** Both — principally investment.

1 Crandall Machine Co. **2** 353 Broadway N. Y. **3** Typewriting machines. **4** 100. **5** 50. **9** 25. **10** 25. **11** 75. **12** 75. **15** Yes. **19** None. **20** Not

oftener than twice yearly. **23** Yes. **24** No. **26** No. **28** No. **30** Both.

1 T. D. Campbell. **2** Boyleston, Ind. **3** Publications, Books, and Novelties. **4** to **14** Depends on the kind of business. **15** Yes. **16** Yes. **17** Yes. **18** Depends somewhat on the business. **19** 10 to 50 per cent. **20** Depends on the business or articles advertised. **21** See above. **22** See above. **23** Generally speaking, yes; depends on the articles advertised. **24** See above. **25** Yes. **26** Generally speaking, no. **27** Don't know. **28** As a general rule, no. **29** Am not able to say. **30** Both.

1 John Lewis Childs. **2** Floral Park, N. Y. **3** Seeds. **4** 50. **5** 50. **6** 100. **7** 15. **8** 15. **15** No. **16** No. **17** No. **18** 30 per cent. **19** Double. **20** All depends upon article advertised. **23** In most cases. **2** ; Yes. **27** Three — *Youth's Companion*, *Ladies' Home Journal*, *Mayflower*. **28** It is not a good plan as a rule. **30** Investment.

1 The Cleveland Foundry Co. **2** Cleveland, Ohio. **3** Hardware specalties. **4** to **14** Much depends on the article you wish to advertise. **15** Yes. **16** Yes. **17** No. **20** Every time. **21** Every time. **23** Yes. **25** Yes, always. **26** Yes. **28** No. **30** Both.

1 Samuel Cabot. **2** 70 Kilby St., Boston, Mass. **3** Creosote Stains. **4** 100. **5** 50. **6** 30. **7** **8** Don't use them. **9** 20. **11** 40. **14** 10. **15** No. **16** No. **30** Investment.

1 Cornish & Co. **2** Washington, N. J. **3** Manufacturers of Pianos and Organs. **4** 45. **5** 100. **6** 35. **7** Probably 10 per cent.— seldom advertise in them. **8** 20. **11** 35. **12** 50 to 60. **14** Don't use them. **15** Yes. **16** Yes. **17** Don't use dailies. **18** Possibly in some cases as much as 40 per cent. **19** Difficult to say — Circumstances alter cases. **30** Both.

1 Chicago Clothes Dryer Works. **2** 65 So. Canal St., Chicago. **3** Combined clothes dryer and laundry stove **4** 100. **7** 100. **11** 50. **15** Yes. **17** Yes. **18** No way to tell. **19** Don't know. **20** As often as the advertiser may think proper. **22** Keep your business before the public. **23** Yes. **25** Always when possible. **26** Too much care cannot be expended in properly placing your advertising. **28** Our experience is practically limited to one article. **29** Just as short but complete as you can make it. **30** Investment.

1 Chicago, Milwaukee, and St. Paul Ry. **2** Geo. H. Heafford, Gen. Pass. Agt., Chicago, Ill. **3** The railway for passenger travel **6** 8. **7** 100. **9** 8. **10** 8. **11** 8. **13** 8. **14** 16. **15** Yes. **16** Yes. **17** Yes. **18** 100. **21** Every 3 months. **22** Every three issues. **23** No. **24** Yes. **25** Yes. **26** No. **27** 100. **28** No. **29** 100. **30** Both.

1 The Curtis Publishing Company. **2** Philadelphia. **3** *Ladies' Home Journal*. **4** 100. **5** 100. **6** 66. **7** 33. **11** 33. **12** 33. **15** Yes, every issue. **16** Yes, every week. **17** No, every other day. **18** Worth 10 to 25 per cent, according to medium. **19** Wouldn't have it. **20** Every issue. **21** Every issue. **22** Every time. **23** Always. **24** Yes, all the time is better. **25** Certainly. **26** No. Put everything in best mediums only. **27** No idea. **28** No. **29** Depends upon too much for definite answer. **30** Both.

1 George M. Clark & Company. **2** 161 Superior St., Chicago. **3** Jewel Gas and Gasolene Stoves. **9** 50. **11** 100. **12** 50. **15** Yes. **16** Yes. **17** Yes. **18** 100 per cent. **19** None. **20** Monthly or yearly. **21** Weekly or yearly. **22** Daily or yearly. **23** No. **24** Not necessarily. **25** Not necessarily. **26** No. **27** Don't know. **28** No. **29** 40 words. **30** Investment.

1 Jay Dwiggins & Co. **2** 409 Chamber of Commerce, Chicago. **3** Real Estate. **4** 50. **5** 90. **6** 80. **7** 40. **8** 30. **9** 10. **11** 10. **12** 10. **13** personal letters, 75. **14** 15. **15** No. **16** No. **17** No. **18** Thirty per cent. **19** Fifty per cent. **20** Every month. **21** e. o. week. **22** Often as possible. **23** Yes. **24** Yes. **25** Yes. **26** No. **27** Fifty **28** No. **29** Two hundred words. **30** Investment.

1 W. L. Douglas Shoe Co. **2** Brockton, Mass. **3** Shoes. **4** to **7** All good. **9** Don't use to any extent. **10** Don't use. **11** Don't use. **12** Good when properly prepared. **13** Don't use. **14** Don't use. **15** Yes. **16** It depends on circumstances. **17** Rather have it e. o. d. **18** Do not think it worth much more if advertisement is properly displayed **20** As often as every three months. **21** Once a month. **22** Every day. **23** Yes, if a trade mark. **24** No. **25**. Yes, if a trade mark. **28** Yes, if used for same purpose. **30** Investment.

1 F. E. Dougherty. **2** Chicago. **3** Mince Meat. **4** 70. **5** 70. **6** 50. **7** 75. **8** 50. **9** 40. **10** 100. **11** 80. **12** 40. **13** 50. **14** 90. **15** Yes. **16** Yes. **17** No. **18** 100 to 200 per cent. more. **19** 50 to 100 per cent. **20** Depends on matter and style of ad. **21** Depends. **22** Depends **23**. Depends. **24** Yes. **25** Yes. **26** Depends. **28** No. **29** Depends. **30** Both.

1 Estes & Lauriat. **2** Boston. **3** Books. **4** 100. **5** 50. **6** 40. **7** 70. **8** 30. **9** 40. **10** 10. **11** 20. **12** 50. **13** 5. **14** 5. **15** Yes. **16** No. **17** No. **18** 33⅓ per cent., better. **19** 150 per cent. better. **20** Every other month, **21**. Every other week. **22** Every three insertions. **23** No. **24** Yes. **25** Yes. **26** No. **27** Eighty in our line. **28** Yes. **29** 150 to 200. **30** Expense.

1 T. C. Evans. **2** 294 Washington Street, Boston. **3** Various. **4** 100. **5** 50. **6** 100. **7** 100. **15** Yes. **16** No. **17** No. **18** Depends. If publication is largely given to ads. ⅓. If publication is well made up, from $\frac{1}{10}$ to $\frac{1}{3}$. **19** See above, anywhere from 50 per cent. to 300, six times as much. **20** Depends; say every other month or quarterly. **21** Depends; say e. o. w. or monthly, **22** Depends; say e. o. d. or weekly. **23** That depends, but usually yes. **24** Yes, when at reasonably extra or same cost. **25** Certainly, see above. **26** You cannot answer that yes or no intelligently. The *Youth's Companion* would charge $1,000 for what the New York *Tribune* would charge $200. **27** I believe you can do it by using not over 500. **28** No. **29** From 100 to 150. **30** Both.

1 Eisner & Mendelson Co. **2** 6 Barclay Street. New York. **3** Johann Hoff's Malt Extract, Carlsbad Sprudel Salt. **4** 90. **5** 25. **6** 40. **7** 100. **8** 100. **9** 5. **10** 5 **11** 10. **12** Don't use them. **15** Yes. **16** Yes. **17** Yes. **18** 25 per cent. **19** 25 per cent. **20** Monthly. **21** Every four weeks. **22** Daily if possible. **23** That depends on the cuts. **24** Yes. **25** Yes. **26** Yes. **27** Fifty. **28** No. **29** three to four inches. **30** Both.

1 Electric Thermostat Co. **2** 645 Temple Court, Minneapolis, Minn. **3** Thermostats. **4** 50. **12** 50. **15** Yes. **20** We change ours every season. **23** Yes. **26** No. **28** No. **29** Depends somewhat on size of cut used. There are about twenty in our "ad." of four inches. **30** Strictly speaking, expense.

1 Franco American Food Co. **2** Franklin Street, and West Broadway, New York City. **3** Soups and plum pudding. **4** 100. **15** This depends on how striking the ad. is. **16** If a good half page

it will prove more profitable inserted twice, than once a poor page. **18** Twice as good. **20** Every month. **21** Every other week. **22** As often as you can. **23** No. **26** No. **27** The more you can use the better. **28** One or two articles at the most. **30** Both.

1 Farrand & Votey Organ Co. **2** Detroit, Mich. **3** Organs. **4** 50. **5** 20. **6** 10. **9** 20. **11** 100. **12** 100. **15** 2 in e. o. m. **16** Every week. **18** Worth twice as much. **19** 50 per cent. **30** Both.

1 Frazer Lubricator Co. **2** 83 Murray St., New York. **3** Frazer Axle Grease. **16** Yes. **17** No. **18** 33⅓ per cent. **19** 50 per cent. **20** Seldom. **21** Seldom. **22** Semi-monthly. **23** Yes. **24** No. **25** Yes. **26** Yes. **27** 5,000 to 25,000. **28** No. **29** Use as few words as possible. Part white paper attracts, **30** Both.

1 Fillmore Bros. **2** 141 W. 6th st., Cincinnati, O. **3** Music Books. **4** to **14** We have advertised principally in religious weeklies. Circularizing pays us better than newspaper advertising. **30** Both. The expense is too great for the returns. We have never yet been made happy by the results of newspaper advertising.

1 J. K. Ferguson & Co. **2** Chester, Conn. **3** Pillow Sham Holders. **15** Every month. **16** Think every other week as good as weekly on our goods. **17** Do not think it would pay at all on our goods. **18** Never was particular about our ad. **19** We should not be willing to give any more. **20** We believe on our goods that it does not pay to have large ads., therefore we believe a good one wants to run as long as it takes well. **26** We believe in spreading our ad. in as many papers as possible. **27** Do not know. **28** No. **29** That depends on display. **30** As expenses. Of course we refer to our goods.

1 George Frost Company. **2** Boston, Mass. **3** Equipoise Waists, Warren Hose Supporters, and Boston Garters. **4** 75. **5** 50. **6** 50. **7** 100. **8** 50. **9** 50. **10** 25. **11** 25. **12** 25. **13** Don't use. **14** Don't use. **15** Yes. **16** No. **17** No. **18** 20 per cent. **19** 50 per cent. **20** Every month. **21** Every week. **22** e. o. d. **23** Yes. **26** No. **27** About twelve. **28** No. **29** About fifty when cut is used. **30** Both.

1 J. R. Watson. **2** General Passenger Agent, Fitchburg Railroad, Boston, Mass. **3** Railroad train service and fares. **6** 15. **7** 100. **8** 75. **15** Advertisements in monthlies do not pay. **16** Yes. **17** Yes. **18** 75 to 100 per cent. **19** None. **21** Not at all. **22** Not at all. **23** No. **24** No. **25** Not at all. **26** Yes. **27** I do not know. **28** No. **29** Depends on how displayed. **30** Both.

1 Felt & Tarrant Mfg. Co. **2** 52-54 Illinois St., Chicago, Ill. **3** Calculating Instruments. **4** 60. **6** 30. **9** 10 to 100. **11** 60. **15** Yes. **16** No. **18** 80. **19** 200. **20** Every Insertion. **21** Same. **23** Yes. **27** Depends upon the article advertised. **28** No. **29** Copy should change, running from 50 to 400. **30** Both.

1 A. W. Gump & Co. **2** Dayton, Ohio. **3** Bicycles. **15** Yes. **16** Yes. **17** Yes. **18** 15 per cent. **19** 20 per cent. **23** Yes. **24** All the time. **25** All the time. **26** Yes. **28** No. Exceptional cases, however. **30** Both.

1 The Globe Company. **2** S. W. Cor. Second and John Sts., Cincinnati, O. **3** Office Furniture, Desks, Filing Cabinets. **4** 25. **6** 25. **9** 5. **11** 75. **12** 100. **15** No. **16** No. **17** Yes. **18** Don't know. **19** 20. **20** Every issue. **21** Every other issue. **22** Every month. **23** No. **24** No. **25** Yes, frequently. **26** No. **27** About ten. **28** Yes. **29** Twenty. **30** Expense.

1 Gurney Hot Water Heater Co. **2** 163 Franklin St., Boston. **3** Heating apparatus. **4** 75. **7** 5. **11** 5. **12** 100. **15** Yes. **16** No. **17** No. **18** 10. per cent. **19** 30 per cent. **20** About every 3 months. **21** Every other week. **22** Daily. **23** Yes, when you control a specialty. **24** No. **25** Yes. **26** No. **27** Too broad a question, as it depends entirely upon the article advertised. **28** No. **29** 75. **30** Both.

1 The Grand Cloak Co. **2** Chicago, Ill. **3** Cloaks. **4** 80. **5** 50. **6** 50. **7** 75. **8** 100. **9** 10. **10** 5. **11** 10. **12** 50. **13** 5. **14** 5. **15** Yes. **16** Yes. **17** No. **18** 25. **19** 50. **20** Every issue. **21** Every issue. **22** Daily. **23** Yes. **24** No. **25** Yes. **26** No. **28** Yes. **30** Investment.

1 Grand Rapids Refrigerator Co. **2** Grand Rapids, Michigan. **3** Refrigerators. **4** 100. **5** 10. **6** 10. **9** 50. **10** 10. **11** 10. **12** 50. **15** Yes. **16** Yes, **17**. Yes, **18**. 50, **19**. 25, **20**. Once a month. **21** Once a week. **22** Every three days. **23** Yes. **24** No. **25** Yes. **26** Yes. **27** 10 Magazines. **28** No. **29** 80. **30** It is a temporary investment charged to expense.

1 The Holmes & Edwards Silver Co. **2** Bridgeport, Conn., **3**. Spoons and Forks (Silverplated). **4** 100. **6** 16. **9** 22. **11** 16. **12** 8. **15** Yes. **16** Yes, if over four inches. **17** Yes, if over four inches in length. **18** 75 per cent. **19** 50 per cent. **20** Monthly. **21** At least once a month. **22** At least once a week. **23** Generally yes. **24** Yes. **25** Yes. **26** No. **28** No. **29** About one hundred. **30** Both.

1 L. R. Hamersly. **2** Special Agent Washington Star, Room 88 Potter Bldg., N. Y. City. **4** 18. **5** 18. **6** 18. **7** 100. **8** 18. **15** Yes. **16** Yes. **17** Yes. **18** 50 per cent. **19** Double. **20** Monthly. **21** Weekly. **22** Weekly. **23** Yes. **25** Yes. **26** The latter. **27** About five hundred. **28** No. **29** Three hundred. **30** If judiciously expended, investment.

1 John C. Hutchinson. **2** Johnstown, N. Y. **3** Gloves. **4** 85. **6** 50. **15** Yes. **16** Yes. **17** Yes. **18** Would prefer next to reading matter but do not know. **19** Not the difference asked by the publishers of magazines. **20**. Every month or every other month. **21** Every second week. **22** Every other day. **23** No. **25** Unless the cut represents the article advertised. **26** No. **28** No. **30** Both.

1 The Hartford Cycle Co. **2** Hartford, Conn., **3** The Hartford Safety Bicycles. **4** 100. **5** 40. **9** 30. **12** 60. **15** Yes. **16** Yes. **18** Little if any more value. In most publications the advertisements are made attractive and looked over by most readers. **19** 15 per cent **20** Not often, the same advertisement. if attractive, by its frequency fixes itself in mind of the reader. **21** Same as above. **22** Same as above. **23** Yes. **25** No. **27** Judiciously selected, fifty. **28** No. **29** The fewer the better. **30** Both.

1 Asa Hull. **2** 150 Nassau St., New York City. **3**. My Sunday school music books and services. **4** to **14** Use religious weeklies mostly as they are the best mediums for my publications. **15** That depends on amount of advertising I wish to do. **16** If could say all in the shorter ad., would prefer every week. **21** At least once a month. **24** No. **25** Not for my business. **26** Should select 100 publications. **28** Not as a rule. One article at a time. **30** Expense.

1 The Hub. **2** State and Jackson Sts., Chicago. **3** Clothing for men and boys. **4** 5. **6** 10. **7** 90. **8** 90. **10** 15. **11** 15. **12** 20. **15** Yes. **16** No. **17** Yes. **18** 25 per cent. **19** None. **20** At least every season if possible and practicable in every

issue. **21** Every issue. **22**. Every issue. **23** No. Occasional use is more noticeable. **24** Yes. **25** Yes. **26** Yes. **28** Generally speaking, no. **29** Not over 150. **30** Investment, beyond a doubt, if well done. Otherwise purely expense.

1 Horton Mfg. Co. **2** Fort Wayne, Ind. **3** Western Washer. **5** 75. **15** Yes. **16** No. **17** Never used dailies. **23** Yes, for specialties. **26** Yes. **28** No. **30** Both.

1. D. S. Hopkins, architect and publisher of architects' books. **2** Grand Rapids, Mich. **3** Books on residents' architecture. **4** 100. **5** 75. **6** 50. **7** 20. **8** 30. **9** 20. **11** 15. **12** Some 30. **15** Yes. **16** Yes. **17** Yes. **18** Depends on what it is in. **19** 25. **20** Quarterly. **21** Every two months. **23** Yes. **24** No. **25** Always. **26** No. **28** No. **30** Investment with profit.

1 T. & B. Hatch. **2** Tupper Lake House, Tupper's Lake, N. Y. **3** Hotel. **4** 25. **5** 35. **6** 30. **7** 90. **8** 95. **11** 95. **15** Yes. **16** Yes. **17** No. **18** 75 per cent. **19** 10. **20** Once a month. **21** Not often. **22** Frequently. **23** No. **24** Yes. **25** Yes. **26** Yes. **28** *No*. **29** 32. **30** Both.

1 Hartman Sliding Blind Co. **2** Crestline, O. **3**. Inside sliding window blinds, doors, sash mouldings, etc. Interior hard wood finishes a specialty. **4** 100. **5** 50. **6** For our business 50. **7** Too expensive for our class. **8** Against our morals. **9** High class, 100. **11** 50. **12** 100. **15** Yes, decidedly **16** No; prefer e. o. w. **17** No; prefer e. o. w. **18** Perhaps 15 to 20 per cent. **19** Nothing better than "ads" facing reading matter. **20** About quarterly. **21** About quarterly. **22** Monthly. **23** As a rule, we would, but change cut and designs. **24** All the time. **26** No, not in our class of work, and perhaps in no class. **27** Perhaps 50, well selected. **28** No. **30** Both, as it builds up a trade and demand for the product.

1 Harper & Brothers. **2** New York, N. Y. **3** Books and periodicals. **4** 100. **5** 50, **6** 80. **7** 35. **9** Subsidiary. **18** Given the same attractive setting and relative position, about double. **19** If not killed by putting border ads. around, at least 400 per cent. **30** Expense, same as pay of a salesman.

1 Hay & Todd Mfg. Co. **2** Ypsilanti, Mich. **3** Ypsilanti Underwear. **4** 100. **9** 25. **12** 100. **15** No. **16** No. **17** No. **18** 33. **19** 50. **30** Expense.

1 Helvetia Milk Cond'g Co. **2** Highland, Ill. **3** Highland Brand Evaporated Cream. **4** 100. **5** 75. **6** 50. **7** 90. **8** 50. **9** 25. **11** 95. **14** 10. **15** No. **16** No. **17** No. **18** 35 per cent. **19** 50 per cent. **30** Expense.

1 The Herendeen Manufacturing Co. **2** Geneva, N. Y., Chicago, Milwaukee, and Boston. **3** Faultless Furman Hot Water & Steam Boilers. **4** 40. **5** 20. **6** 10. **7** 6. **8** 4. **9** 16. **11** 100. **12** 100. **14** 4. **15** Yes, 1 inch ad. every month. **16** No. 2 inch ad. e. o. w. **17** No, 2 inch ad. every other issue. **18** 100. **19** 500. **20** 3 or 4 times a year, **21** Every month. **22** Every day. **23** No. **24** Yes. **25** Yes. **26** No. **28** No. **30** Investment.

1 The Interior Hardwood Co. **2** Indianapolis, Ind. **3** Ornamental Hardwood Floors. **4** 100. **5** 30. **9** 10. **11** 10. **12** 50. **18** 20 per cent. **20** Each month. **23** Yes. **26** No. **28** No. **30** Expense.

1 Ivers & Pond Piano Co. **2** 183 Tremont St. Boston. **3** Pianos. **4** to **14** Impossible to answer in a way intelligible to any one else without first introducing him to all the intricacies of a particular concern's business. The end aimed at is the essential — this depends upon the individuality of each separate house in each trade. The more we learn the less we feel like expressing decided opinions in this sort of thing. **15** If for a term of 12 mo. or over, the larger ad. e. o. mo. for our own trade. It would be otherwise for a R. R. time table and some other matters. **16** No. **17** No. **18** Better for our business to have the special position, but cannot form opinion in form of percentage. **19**. Cannot say. Depends on article and how desired to treat it. A mere "*Sign*" is better outside than in. Details perhaps otherwise. **20** As often as possible. It is like winning a woman's favor. As much variety and surprise as possible, but making no mistakes and giving no offence. Be crafty but always harmless. Serpent and dove. **21** A good one should remain long enough to make an impression. A bad one out next issue. **22** Depends, Too indefinite a question. **23** The best thing always, if they tell the story aptly, instantly at a glance. **24** If you can get right ones so often. **25** Yes. **26** Depends on article, price, universality or limitedness of consumption, etc. For pianos a few publications with larger ads. **27** Depends on how thick you want to scatter seed. Whether you want to raise hill, row, or broadcast crops. **28** Yes, if it can be aptly done, otherwise no. **29** Depends upon idea aimed at — the least number to do it smoothly is best. **30** Both, but much more largely expense, so much so that it is dangerous self-deception to dwell on it as anything but expense. It cheats you to call it assets.

1 The Imperial Granum Company. **2** New Haven, Conn. **3** Imperial Granum. **4** 100. **5** 26. **6** 52. **7** 40. **8** 40. **10** 13. **11** 13. **12** 13. **13** 13. **14** Don't use. **15** Yes, but it would depend somewhat on size of the ad. **16** See last question. **17** No. **18** Always use special positions. **19** We always try to buy it as cheap as possible!!! **23** We use them altogether. **24** Possibly. **25** Yes. **26** Depends on the publications, and the article to be advertised. **27** From one, the *Youth's Companion*:— to all, depending on how thoroughly it is to be covered. 50 should do it very well. **28** Cannot see why not. Have never tried to do so. **29**. As many less than 100 as possible. We are using 30 to 50. **30** Both! Also in some instances as a speculation!!

1 S. C. Johnson. **2** Racine, Wis. **3** Parquetry flooring. **4** 52. **9** 13. **10** 100. **11** 100. **12** 100. **15** No. **16** and **17** Don't use daily or weekly papers. **20** Every two or three issues. **23** Yes. **26** Depends on time of year for our goods. **28** No. **29** Thirty to fifty. **30** Expense.

1 J. H. Johnston & Co. **2** 17 Union Square, N. Y. **3** Diamonds, Watches, Silverware, etc. **4** 100. **5** 40. **6** 30. **7** 50. **8** 50. **9** 1. **11** 20. **12** 100. **14** 10. **15** Yes. **16** No. **17** Yes. **18** 25. per cent. **19** 50 to 100. **30** Both.

1 The Jackson Sanatorium. **2** Dansville, N. Y. **3** Sanatoriums. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. **19** 33⅓. **30** Judicious advertising an investment.

1 I. S. Johnson & Co. **2** Boston, Mass. **3** Johnson's Anodyne Liniment, Parson's Pills, and Sheridan's Condition Powder. **4** 25. **5** 40. **6** 100. **7** 50. **8** 50. **10** 25. **11** 25. **15** Yes, people can't remember a month. **16** No. **17** No. **18** None worth speaking of. **19** 25 per cent. **20** Every issue. **21** Every three months. Every week if can. **22** Every week. **23** No. Half and half we think best. **24** Yes. **25** Yes. **26** Yes. **28** No. **29** Not over 150, even 100 is enough. **30** Investment.

1 Edwin A. Jackson & Brother. **2** 50 Beekman St., New York, N. Y. **3** Grates & Fenders, etc.

4 60. **5** 18. **6** 12. **7** 10. **8** 10. **9** 100. **10** 10. **11** 15. **12** 20. **15** Yes. **16** Yes. **17** Yes. **18** 50. **19** Not so good as facing reading. **20** Every issue. **21** Every issue. **22** Every issue. **23** Yes. **24** Use always. **25** Yes, always. **26** No. **27** 5, trade and 5 monthly magazines. **28** No. **29** 100, preferably less. **30** Investment.

1 Keystone Mfg. Co. **2** Sterling, Ill. **3** Agricultural Implements. **6** Agricultural, 100. **9** Impossible to know. **15** Yes. **16** No. **17** Don't use dailies. **18** 25 per cent. **19** Don't use magazines. **20** Don't use magazines. **21** Need not be very often in our line, say once a month, **23** Yes, for our line. **25** Yes. **27** About 30, Agricultural. **28** No. **30** Both.

1 Kahn Tailoring Co. **2** Indianapolis. **3** Evening Dress Suits. **4** 5 100. **15** Yes. **16** No. **17** No. **22** Daily. **26** No. **28** No. **30** Expense.

1 Fred W. Kelsey. **2** 145 Broadway, N. Y. City. **3** Hardy Trees, Shrubs and Plants. **4** 100. **5** 25. **6** 25. **7** 40. **8** 25. **9** 60. **10** 40. **11** 65. **12** 75. **13** 15. **14** 30. **15** Yes. every month. **16** Yes, every week. **17** No. **18** Say twenty-five per cent. **19** Thirty or thirty-three and one third per cent. **20** Once or twice a year. **21** Three to six times a year. **22** Ten to twenty times a year. **23** No, show type preferred at same cost. **24** No. **25** Very seldom, only in special cases like Beecher's picture Pear's Soap. **26** $1,000 in each 100. **28** Yes, but very few items. **29** One fifth to one third for show type. **30** Ex. always. The principle is never secure (as an "investment" should be), and the returns are speculative and necessarily uncertain.

1 J. L. Lochner, Jr. **2** 86 State St., Albany, N. Y. **3** Book entitled "Artistic Homes in City and Country," by Fuller & Wheeler, Architects. **15** Yes. **16** Yes. **17** Yes. **18** 25 per cent. **19** About 25 per cent. **20** Monthly magazine about every three or four months. **21** About every month. **22** Weekly. **23** Yes. **25** Yes. **26** Yes. **28** Yes. **30** Investment.

1 Lawrence, Butler & Benham. **2** Columbus, Ohio. **3** Carpets, Curtains, Rugs. **4** Good. **5** Fair. **6** No experience. **11** Only fair. **12** Good. **13** No good. **14** No good. **15** Yes, monthly. **16** Yes, weekly. **17** Every other issue. **18** Say 25 per cent. **19** 25 per cent. **20** Depends on line advertised. **21** Every week. **22** If run daily e. o. d. If e. o. d. every week. **23** No. **24** Would use cuts about one third. **25** Yes. **26** Would prefer the latter and take best mediums. **27** Don't know. **28** Yes. **30** It is both. If properly done, it is investment, if not, it is the deadest possible expense.

1 Lake Erie Mfg. Co. **2** Erie, Pa. **3** Washers and Wringers. **4** 75. **5** 100. **6** 80. **7** 50. **8** 60. **9** 40. **11** 75. **12** 75. **15** Yes. **16** No. **17** No. **18** 10 per cent. **19** 20 per cent. **20** Every issue **21** Every month. **22** Every three days. **23** Yes. **26** No. **27** Twenty-five. **28** No. **29** Three hundred. **30** Investment.

1 The Larkin Soap Mfg. Co. **2** Buffalo, N. Y. **3** Soap and toilet articles direct to consumers. Religious papers of first class, 100. **4** 80. **5** 70. **6** 50. **7** 40. **8** 45. **9** 35. **11** 60, This covers a multitude of sins. Circulars never pull alike. It depends on the offer. **12** 30. **14** 35. **15** No. **16** No. **17** No. **18** 20 per cent. **19** 33 per cent. **20** Advice to a man about to insert an advertisement. *Don't.* A poor ad. should always be charged for a better. A bold, striking, peculiar advertisement gathers force as it flies and should not be changed. **21** It depends. **23** Yes. **24** Yes, few people read but all like pictures. **25** We find they pay us. **26** Yes. **27** One hundred will cover the U. S. thin but fairly well. **28** No. **29** The fewer words the better in any ad. as long as the story is told. **30** Both.

1 Lake Shore & Michigan Southern Railway Co. **2** Cleveland. Ohio. **4** 75. **5** 40 **6**. 100. **7** 100. **8** 80. **9** 25. **11** For special occasions 25. **12** 25. **13** 25. **15** Yes. **16** Yes. **17** Yes. **18** 40. **19** 50. **20** For display advertising, in railway business about every three months. **21** We have, many times, special excursions, reduced rates, changes in train service, etc., necessitating frequent changes. **22** Same as 21. **23** Yes, if of nature of trade-mark. **24** Yes, they certainly attract attention. **25** Yes. **26** Depends upon what we are advertising; generally speaking, yes. **28** In our business yes. **30** Both.

1 H. C. Townsend, **2** G. P. Agt., St. Louis. **3** Missouri Pac. Ry. **4** 50. **5** 25. **6** 50. **7** 100. **8** 25. **9** 25. **10** 25. **11** 50. **12** 50. **13** 25. **14** 50. **15** No. **16** No. **17** No. **18** 50 per cent. **19** 50 per cent. **20** Every issue. **21** At least once a month. **22** Once a month. **23** Yes. **24** No. **25** Yes. **26** No. **27** The leading magazines and leading dailies in large cities. **28** No. **29** As few words as possible to express yourself. **30** A necessary expense to make more money.

1 The D. F. Morgan Boiler Co. **2** Akron, O., **3** Heating Boilers. **4** 40. **5** 15. **6** 15. **7** 25. **8** 10. **9** 5. **10** 5. **11** signed 50. **12** 40. **14** 25. Personal soliciting, 100 per cent. **15** Yes. **16** Yes. **17** Yes. **18** Class advertising the best. **20** Never. **21** Never. **22** Never. **23** Yes. **25** Yes, all the time. Make your cut a trademark. **26** No. **27** Never found out. **28** No. **29** Use an electrotype altogether. **30** Expense until you get it just right, then an investment.

1 The McDowell Garment Drafting Machine Co. **3** Garment Drafting Machine. **4** 10. **5** 50. **6** 10. **7** 20. **8** 75. **9** 100. **10** 10. **11** 20. **12** 5. **13** 5. **14** 5. **15** Yes. **16** No. **17** No. **18** 50 to 100. **19** 25 per cent. **20** Every three insertions. **21** Once a month. **22** Once a week. **23** Yes. **26** Yes. **27** 20. **28** No. **29** 200. **30** Expense.

1 Monroe Eraser Mfg. Co. **2** L. A. Nichols Adv. Mgr., La Crosse, Wis. **3** Ink Erasing Pencil. **6** 25. **7** 100. **8** 50. **9** 10. **16** Yes. **17** Yes. **18** Only use want column. **21** 6 months. **22** 2 months. **26** No. **27** 25. **28** No. **30** Investment.

1 Morse Bros. **2** Canton, Mass. **3** Rising Sun Stove Polish, Country newspapers, 100. **4** 50, Religious papers, 100. **5** 50. **6** 25. **7** 25. **8** Violates 4th com: don't adv. **9** 25. **10** 75, Good judiciously placed. **11** 10. **12** 10. **13** 10. **14** 5. **15** Yes. **16** Yes. **17** Yes. **18** 10 per cent. more. **19** If colored very little. **20** No change on proprietary articles. **21** Same. **22** Same. **23** Yes. **24** All time. **25** Yes. **26** Yes. **27** Don't know. **28** No. **29** Too many. **30** Both.

1 Mason & Hamlin Organ and Piano Co. **2** Headquarters, 154 & 155 Tremont St., Boston. Branches, New York and Chicago. **3** Reed Cabinet Organs and Pianos. **4** 100. **5** 100. **6** 100. **7** 40. **8** 20. **9** 10. **11** 100. **12** 80. **13** 10. **14** If good, 100. **15** Depends on circumstances. **16** No. **17** No. **18** 50 per cent. **19** 50 per cent. **20** Oftener the better. **21** Oftener the better. **22** Oftener the better. **23** No. **24** Yes. **25** Yes. **26** Yes. **28** Yes, if properly. **30** Both.

1 James McCutchon & Co. **2** 64 W. 23d St., New York. **3** Linens. **4** to **14** We use but few medi-

ums, but these are of the best from our standpoint. Afternoon papers, morning dailies to a limited extent, monthly magazines, high-priced religious weeklies, etc., circulars and catalogues bring good returns as a rule. **15** Yes. **16** Yes. **17** No. **18** Perhaps 20 per cent. **19** 100 per cent. **20** Every month. **21** Every week. **23** Yes. **24** No, all the time. **25** Above answers this. **26** That would depend entirely on the nature of the business advertised. **27** That, too, largely depends on what you want to sell. **28** One thing at a time. **29** 40 to 50 words. **30** Both.

1 T. H. McAllister. **2** 49 Nassau St., N. Y. City. **3** Magic Lanterns and Stereopticons. **4** 50. **5** 75. **6** 80. **12** Our own, 100. **15** Yes. **16** No. **18** 50 per cent. **19** 25 per cent. **25** Yes. **26** Yes. **28** No. **30** Investment.

1 Meriden Britannia Co. **2** Meriden, Conn. **3** Silver plated ware, trade mark for spoons, knives and forks, etc. **4** O. K. **12** O K. **15** Yes. **16** No. **17** No. **19** 20. **20** Every other issue. **23** Depends upon the goods. **24** Yes. **25** Yes **26** No. **28** Yes, if the same line of goods, but different articles. **30** Expense.

1 Murphy Varnish Co. **2** Newark, N. J. **3** Varnishes. **4** 40. **6** 10. **9** 20. **11** 10. **14** 20. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. to 50 per cent. **19** 25 per cent. **30** Expense.

1 The Manhattan Life Insurance Co. **2** 156 Broadway. **3** Life Insurance. **4** 100. **5** 30. **6** 30. **7** 75. **8** 30. **9** 40. **11** 60. **12** 10. **14** 50. **15** Monthly. **16** Weekly. **17** No. **18** Ten times. **19** Ten times. **30** Expense largely, as it must be kept up, but is also investment.

1 Mayer, Strause & Co. **2** 412 Broadway, New York. **3** C. B. a lé Spirite Corsets. **4** 100. **5** 6. **6** 15. **7** 100. **11** 30. **12** 9. **14** The goods which we advertise, 20. **15** A 2 in. every other month equalizes a 1 in. every month, there is no difference. **16** There is no difference. **17** A 2 in. every other day. **18** 50 per cent. **19** 50 per cent. **30** Investment, the advertising expenses should be charged off to expense account gradually.

1 Mason & Risch. **2** Worcester, Mass. **3** Vocalion Organs. **4** 30. **6** 30. **7** 5. **9** 10. **11** 25. **12** 25. **15** No; good require large space. **16** No. **17** No. **30** Necessary expense.

1 Magee Furnace Co., Albert N. Parlin, Treas. **2** 32 to 38 Union St., Boston. **3** Heating and cooking apparatus, furnaces, ranges, and stoves. **4** 50. **5** 70. **6** 100. **9** 35. **10** 20. **11** 20. **12** 40. **13** 20. **14** 20. **15** No. **16** No. **17** No. **18** 25 per cent. **19** 50 per cent. **20** As often as new goods are to be noticed. **21** Same. **22** Same. **23** Yes. **24** Yes. **25** Yes. **26** No. **28** No. **30** Both.

1 A. A. Marks. **2** 701 Broadway, New York City. **3** Artificial limbs. **4** 20. **5** 20. **6** 40. **7** 20. **8** 20. **9** 20. **10** 20. **11** 100. **12** 100. **14** 40. **15** No. **16** No. **17** No. **18** 25 per cent. **20** Every 4th issue. **21** Every 4th issue. **22** Every week. **23** Yes. **26** Yes. **29** One half cut and balance in small type. **30** Both.

1 National Typewriter Co. **2** Rooms 32, 33, 34, No. 611 Washington Street, Boston, Mass. **3** Typewriters and typewriter supplies. **4** 31. **5** 31. **6** 100. **7** 14. **8** No good. **9** Percentage small. **10** 90 **11** 7. **12** Essential. **13** No results. **14** Cannot name. **15** Yes. **16** Yes. **17** No. **18** 50 per cent. better. **19** Cannot estimate. **20** Better change every month. **21** If convenient change every week. **22** If convenient change every day. **23** Yes. **24** Cuts all the time. **25** Certainly. **26** Better expend $1000 in 100 publications. **27** From 20 to 50 will cover entire U. S. **28** No. **29** 120 words to 4 inches. **30** A matter of investment. Chances. Success depends entirely upon the way the ad. reads, and the merit of the article advertised. Cannot determine results without persistent and careful attention to details.

1 The National Cloak Co. **2** 21 Wooster St., New York, N. Y. **3** Cloaks. **4** 25. **5** 100. **12** Valuable when used to supplement magazine advertising. **15** Yes. **16** No. **17** No. **18** Impossible to answer definitely. Depends a great deal on the make-up of the paper. **19** Do not know. It may be worth nothing extra. **20** Every insertion. **21** Every insertion. **22** Every inse tion. **23** Yes. **26** No. **27** Depends on the article you are advertising. **28** No. **29** Depends on whether you wish to reach men or women, and in what publications you are advertising. **30** Expense primarily. Investment secondarily.

1 Noyes Bros. **2** 426 Washington St., Boston. **3** Blanket wraps and gen'l mdse. **4** 100. **5** 31. **6** 75. **7** 31. **8** 100. **9** 9. **10** 40. **11** 75. **12** 15. **13** 8. **14** 15. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. **19** 20 per cent. **20** If a specialty, never change. If general stock, every issue. **21** As above. **22** As above. **24** All the time if "fine cuts" are used. **25** Yes. **26** Yes. **27** 20 first-class ones. **28** No. **29** 40. **30** Investment.

1 North Packing & Provision Co. **2** 33 & 34 North Market St., Boston. **3** Pork products and specialties. **4** 75. **5** 25. **6** 75. **7** 100. **8** 75. **9** 75. **10** 100. **11** 75. **12** 50. **13** 50. **14** 50. **15** Yes. **16** Yes. **17** Yes. **18** 50 per cent. **19** 50 per cent. **20** Quarterly. **21** Quarterly. **22** Monthly. **23** No. **24** Yes. **25** Yes. **26** Yes. **28** Yes. **30** Both expense and investment.

1 Ostheimer Brothers, 406 Broadway, New York, 917 and 919 Filbert Street, Philadelphia. **3** Genuine Guyot Suspenders. **4** 20. **5** 20. **6** 20. **7** 40. **8** 20. **9** 20. **11** 100. **12** 80. **14** 80. **15** Yes. **16** Yes. **17** Yes. **18** 80 per cent. **19** 50 per cent. **30** Both.

1 The Osgoodby School of Stenography. **2** Rochester, N. Y. **3** Phonetic Shorthand Publications. **15** Yes. **16** Yes. **17** Yes. **20** We seldom change. **23** If it is one of the cuts in frequent use nowadays, that needs an explanation, throw it out altogether. They're a humbug. **26** No. **27** Don't know. **28** No. **30** I have gone upon the idea that it is an investment, but I rather guess it is an expense.

1 Pittsburgh Brass Co. **2** Pittsburgh. **3** The Pittsburgh Lamp. **4** 100. **5** 75. **6** 60. **9** 15. **10** 10. **11** 20. **12** 40. **14** 10. **15** Yes. **16** Yes. **17** Yes. **18** 25 per cent. **19** 50 per cent. **20** Each issue. **21** Each issue. **22** Each issue, if possible. Depends somewhat on the article. **23** No. **24** probably. **25** Yes. **26** In our business, no. **28** No. **29** About 75. **30** Both.

1 Pall Mall Electric Association. **2** 842 Broadway, N. Y. City. **3** Corsets, Curlers, Brushes, Safety Razors, Plasters. **4** 100. **5** 55. **6** 28. **7** 4. **8** 4. **11** 6. **12** 6. **15** The smaller continuous adv. by all means. **16** In weekly papers I should prefer every other week. **17** Prefer putting adv. in every third issue of daily. **18** Small advs. gain by position more than large. About 10 per cent. for medium advs. **19** This differs greatly. I do not attach so much importance to it; but it will average something, say 15 per cent. **20** Never change an adv. as long as it pays. **21** Keep at a winning card continually. **22** The same reply as above. **23** Attractive cuts, with brief, lucid explanations, are best always in our line. **24** Answer as above. **25** By all means, if the article can stand public gaze. **26** I lean to the first method. **28** Lord Beacons-

field says that one flavor for one dinner is enough; the mere memory of others will suffice. **29** 150, for this will enable all to read at a glance and without glasses—150 words will usually describe very well. **30** It would be hardly fair to inventory advertising, owing to the generally accepted theory that it is always more or less of a problem as to results. It is a contingent expense upon every line of trade, and to figure results in advance would be to revel in a fool's paradise.

1 Peek and Son. **2** Broadway & 47th St., N. Y. **3** Pianos. **4** 75. **5** 60. **6** 50. **7** 100. **8** 100. **9** 10. **10** 15. **11** 80. **12** 40. **14** 1. **15** Yes. **16** No. **17** Yes. **18** 25 per cent., unless in classified column, in which case the latter is preferred. **19** 50 per cent. **20** to **22** Depends on circumstances. **23** No. **24** Depends on medium. In magazines, yes. **25** Yes. **26** Yes. **29** Depends on article advertised and medium. Few words are best. **30** Both.

1 J. F. Pease Furnace Co. **2** Main Office, Syracuse, N. Y. **3** Steam and hot water heaters, and warm air furnaces. **4** 100. **6** Some 50. **7** Never extensively used. **9** Some 100. **11** Right kind properly directed, 100. **12**. Have great influence. **14** Some, excellent in same connection as **11**. **15** No, because in some months people are more interested in heating. **16** No. **17** Yes, if next reading of interesting nature. **18** 500 per cent. Don't regard run of the paper as of much value. **19** Regard it as less in value. Much prefer inside classified location. **20** As often as one can be convinced that a new adv. is more attractive than its predecessors. **21** Depends on character of paper and location of adv. **22** Same as above. **23** Depends on the paper (stock). In the average daily, no; in those periodicals which can print a cut well, yes. **24** According to above. **25** Sure. **28** Sometimes. Generally think that it is better to change and devote one adv. to one kind of heater. **30** Both, for a certain period.

1 Colonel Albert A. Pope, President, Pope Mfg. Co. **2** Boston, New York, Chicago. **3** Columbia Bicycles. **4** 100. **5** 75. **6** 75. **7** 50. **8** 50. **9** Bicycle, 60. **10** 50. **11** 5. **12** 100. **13** 75. **14** 25. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. **19** 100 per cent. **20** Every time. **21** Nearly every time. **22** Often as you can. **23** No. **24** Yes. **25** Yes. **26** No. **27** About 50. **28** Generally, no. **29** 100. **30** Both.

1 The Lydia E. Pinkham Medicine Co. **2** Lynn, Mass. **3** Lydia E. Pinkham's Vegetable Compound, **15** Yes. **16** Yes. **17** No. **18** At least 25 per cent. **19** There are inside positions I should prefer. Depends on what inside space you allude to. **20** Every issue. **21** Every issue. **22** Every issue. **23** No. **24** Yes. **25** That depends on the cut. **26** No. **28** No. **30** Sometimes one, sometimes the other, and sometimes both.

1 Postal Shoe Co. **2** 149 Congress St., Boston, Mass. **3** Boots and Shoes. **5** 100. **6** 75. **12** 100. **15** Yes. **16** Yes. **30** Both.

1 Alfred Peats. **2** Chicago, Ill. **3** Wall Paper. **4** 5. **5** 100. **6** 10. **9** 25. **15** Yes. **16** Yes. **18** 10 per cent. **30** Investment. This refers to mail order business only.

1 Pond's Extract Co. **2** 76 Fifth Ave., New York. **3** Pond's Extract. **4** 80. **5** 50. **6** 90. **7** 100. **14** 70. **15** No. **16** No. **17** No. **18** Depends on the size and display of advertisement. If very large n. r. m. worth no more, if small worth 25 per cent. more. **19** 100 per cent. **30** Always charged to expense and so considered, but to a certain extent it *is* investment.

1 Premier Cycle Company. **2** 844-6 Eighth Ave., New York. **3** Cycles and Cycle Accessories. **4** 100. **6** 60. **7** 20. **8** 100. **9** 100. **11** 20. **12** 4. **14** 20. **15** Yes. **16** Yes. **17** No. **18** 300 per cent. **19** None. **30** Both.

1 The Powers Duplex Regulator Co. **2** 90 Illinois St., Chicago. **3** Temperature Regulators. **4** 100. **9** 50. **12** 50. **15** Every month. **16** Yes. **17** Yes. **18** Can't tell. **20** Every three months. **22** Every week. **23** Yes. **26** Yes. **27** That depends. **28** No. **29** 100. **30** Both.

1 The J. A. Pozzoni Medicated Complexion Powder Co. **2** St. Louis, Mo. **3** Pozzoni's Complexion Powder. **4** 50. **5** 100. **6** 25. **7** 75. **8** 60. **9** 5. **10** 100 if good. **12** 5. **13** 25. **14** 25. **15** Yes. **16** Yes. **17** No. **18** 10. **19** Prefer inside. **20** At least four times a year. **21** At least four times a year. **22** Change daily. **23** No. **24** Yes. **25** Yes. **26** No. **27** About 25. **28** No. **29** As few as possible. **30** Both.

1 Reed & Carnrick. **2** 449 Greenwich St., New York. **3** Kumysgen (an invalid's food). Infant food, Lacto Preparata and Carnrick's Food. **4** 100. **5** 100. **6** 75. **9** 50. **11** 25. **12** 10. **14** 10. **15** Yes. **16** Yes. **18** High grade magazines no difference; family magazines 50 per cent. **19** 50 per cent. **30** Both.

1 Richmond Stove Co. **2** Norwich, Conn. **3** Stoves, Furnaces, Steam and Hot Water Boilers. **4** 50. **5** 100. **6** 100. **7** 25. **8** 10. **9** 50. **11** 75. **12** 25. **14** 25. **15** Yes. **16** Yes. **17** No. **18** 75 per cent. better. **19** Doubtful. **30** Expense.

1 Rochester Lamp Co. **2** 42 Park Place and 37 Barclay St., New York. **3** Rochester Lamps, 2700 varieties. **4** 100. **6** 40. **7** 100. **9** 60. **11** to **13** necessary. **15** Yes. **16** No. **17** No. **18** Perhaps 50 per cent. **19** If inside is first or last page, none. **20** Every issue. **21** Every week. Would prefer three or four electros and alternate. **22** Every day; but a good ad. will do to run again after lapse of week or so. **23** Yes, and beautiful, striking ones, no abortions. **24** A short, crispy ad. occasionally all in type will do. **25** Yes. **26** No; yet I would not ignore country papers entirely. **27** 100 leaders and 5000 country papers, including county seat dailies. **28** No. **29** I never change the "reader," but alternate the ad., other electros, in high price mediums, but never change it in ordinary country papers. **30** Both.

1 Richardson Manufacturing Co. **2** Bath, N. Y. **3** Perfection Cake Tins. **4** to **14** As we advertise exclusively for agents we use only monthlies of large circulation. *They pay us* best for money invested. **15** Yes. **16** Yes. **17** Yes. **18** 25 per cent., perhaps more. **19** 25 per cent. **20** to **22** If the ad. suits you, don't change. **23** If attractive and artistic and sufficient space is used, yes. **24** Yes. **25** Yes, if they properly show the articles advertised. **26** It depends on the nature of ad. and what you are after and what the mediums are. **28** No. **29** As few as possible to make your wants known, while space is a good investment. **30** If the medium pays, it is an investment, if not it is decidedly an expense.

1 Geo. E. Randall, Eastern Manager *The Star*. **2** Kansas City, Mo. **4** First class. **6** Good. **7** 100. **8** 25. **15** Every month. **16** Every week. **17** People buy things every day. **18** Generally 25 per cent. **19** Knowledge limited, presume 50 per cent. **20** Every issue. **21** Every issue. **22** Every issue. **23** If changed; yes. **25** Decidedly. **26** 1000 in 100 good publications. **27** The large city papers with their weeklies. **28** No and yes—dry goods, etc., in using a column or little less can with advantage introduce more than one. **29** A few concise bright words usually with prices; fewer the better. **30** More than an investment, as it produces more than average interest; it is the stimulus and life of trade.

1 Rouse, Hazard & Co. **2** Peoria, Ill. **3** Cycles. **4** 100. **5** 60. **6** 40. **8** 20. **9** 80. **11** 20. **12** 80. **15** Yes. **16** Yes, e. o. w. will do nearly as well. **17** In dailies we believe in striking ads. published at intervals rather than smaller ads. daily. **18** This varies with publications from 5 to 50 per cent. **20**, **21** Frequently. **22** Never use same ad. twice. **23** Yes. **26** $1000 in 100 publications. **27** 200. **28** No. **29** Depends on article advertised or manner trade is worked. **30** Both.

1 J. H. Rushton. **2** Canton, N. Y. **3** Boats, canoes, and their fittings of oars, paddles, sails, etc. **4** 75. **5** 25. **6** 10. **7** 10. **8** 10. **9** 100. **10** 25. **11** 50. **12** 100. **13** 10. **15** Yes. **16** Yes. **17** No. **18** 25. **19** 25. **20** 1 to 3 months **21** 2 to 4 weeks. **22** 1 day to 1 week. **23** Yes. **26** No. **27** Depends on the goods. **28** Depends on space used. **30** Expense.

1 The Ripans Chemical Co. **2** 10 Spruce St., New York City, N. Y. **3** The Ripans Tabules. **15** Yes. **16** Yes. **17** Yes. **18** 25. **19** 25. **20** As often as the magazine is issued. **21** Think a series of about six changed weekly and rotated a good plan. **22** Think a series of about ten changed daily and rotated a good plan. **23** Yes. **24** No. **25** Yes. **26** Yes. **27** 15,000. **28** No. **29** 200. **30** Both.

1 Standard Mfg. Co. **2** Pittsburgh. **3** Bath tubs **4** 100. **5** 25. **9** 10. **15** Yes. **16** No. **18** Depends on mediums. 25 per cent. **19** 25 per cent. **20** Each issue. **21** 4th insertion. **23** Yes. **26** No. **28** No. **30** Both.

1 Smith Wheel Chair Concern. **2** 120 William St., New York City. **3** Wheel Chairs. **4** 100. **5** 100. **12** 100. **15** Yes. **16** No. **17** No. **18** (Double) 100 per cent. more. **19** 50 per cent. **20** Monthly. **21** Weekly. **22** Daily. **23** Yes. **24** No. **25** Yes. **26** Yes, the 100 or 1000 to be of same constituency. **27** Depends on the article advertised. **28** Yes, and no, according to character of the second thing. **29** fewest possible. Know no numerical limit to apply generally. **30** Expense.

1 Smith & Anthony Stove Co. **2** 48 to 54 Union St., Boston, J. K. Prescott, Secy. **3** Stoves, Furnaces, and Plumbing Appliances. **4** Fourth choice. **5** No value. **6** Religious, fifth choice. **9** Third choice. **10** Sixth choice. **11** Second choice. **12** First choice. **13** No value to us. **14** No value to us. **15** Yes. **16** Yes. **17** Yes. **18** 50 per cent. **19** None. **20** to **22** Every issue. **23** Would not advise continuous use of any one style of cut or make-up. **24** About one half; see next question. **25** Yes, cut or attractive design which would be the equivalent of a cut. **26** I should prefer the latter. **27** We don't cover so much in our business. **28** No. **29** One third space in type; two thirds space in cut. **30** Expense for our business, for the amount of our advertising would not realize us anything in selling out our business.

1 Fred H. Sander. **2** 146 Franklin St., Boston, Mass. **3** Symphonion Music Box. **5** 100. **6** 25. **7** 10. **8** 25. **9** 10. **11** 5. **12** 25. **15** No. **16** No. **17** No. **18** 5 to 10 per cent. **19** 10 per cent. **20** Every third issue. **21** Every time. **22** Every time. **23** No, not the same. **24** Yes. **25** Yes. **26** No. **28** No. **30** Gambling.

1 Shaw Piano Co. **2** Erie, Pa. **3** Pianos. **4** 75. **5** 10. **6** 20. **7** 90. **8** 10. **9** 90. **10** 100. **12** 100. **13** No. **14** 100. **15** No. **16** No. **17** Yes. **18** 100 per cent. next reading matter. **19** 100 per cent. **20** Every month. **21** Every week. **22** 3 times a week. **23** Not entirely. **24** Yes. **25** Yes. **28** Hard to say. **28** No. **29** The fewer the better. **30** Both.

1 Standard Coal & Fuel Co., by W. H. Trumbull, Treas. **2** 66 Equitable Building, Boston. **3** "Kem-Kom," The Coal Saver. **4** 100. **5** 100. **6** 100. **7** 85. **8** 75. **9** 50. **10** 100. **11** 75. **12** 100. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. **19** 50 per cent. **20** to **22** Every time. **23** No. **24** Yes. **25** Yes. **26** No. **27** 50. **28** No. **29** 50. **30** Investment.

1 Sargent Mfg. Co. **2** 814 Broadway, N. Y., or Muskegon, Mich. **3** Invalid's Furniture and Library Supplies. **4** 100. **5** 40. **6** 50. **7** 25. **8** 25. **9** 50. **11** 75. **12** 75. **15** Yes. **16** No. **17** No. **18** 25. **19** 50. **20** to **22** When it loses its force. **23** Yes. **24** No. **25** Yes. **26** No. **27** 50. **28** No. **29** Let cut do the display, use good head line and address, and say what is necessary in as few words as possible. **30** Both. But charge to expense.

1 The Spencerian Pen Co. **2** 810 Broadway, N. Y. **3** Steel Pens. **4** 50. **5** 50. **6** 60. **7** 10. **8** 100. **11** Only 20. **13** 20. **14** 25. **15** Yes. **16** No. **17** No. **18** 25 per cent. **19** 50 per cent. **20** Every three issues. **21** Once a month. **22** Once a month. **23** No. **24** Yes. **25** Yes. **26** Yes. **27** 100. **28** No. **29** Few words, open space. **30** Investment.

1 H. B. Smith Machine Co. **2** Smithville, Bur. Co., N. J. **3** Wood-Working Machinery & Bicycles. **4**, **5** For bicycles, 85. **9** For w.-w. mchy. 45. **10** For bicycles 45. **11** 60. **12** 100. **15** Yes. **16** Yes. **17** Yes, for mchy. **18** 10 per cent. **20** Quarterly. **23** Yes, in our business. **26** 100 in 1,000 for Bicycles. 1,000 in 100 for mchy. **27** 20 in mchy. **28** No.

29 Short speech suffices deep thoughts to show,
When you in wisdom say yes or no.

30 Both.

1 J. D. Spreckels & Bro. Co. **2** 327 Market St. San Francisco, Cal. **3** Honolulu Tours, Oceanic S. S. Co. **16** No. **23** Yes. **30** Expense.

1 The A. J. Showalter Co. **2** Dalton, Ga. **3** Sheet Music, Music Books, Instruments, etc. **4** 100. **5** 90. **6** 60. **7** 75. **8** Don't advertise in them. **9** 50. **10** 75. **11** 40. **12** 90. **15** Twice as large, every other month. **16** Same as above. **17** Same as above. **18** 33⅓ per cent. **19** 50 per cent. **20** Monthly. **21** Monthly. **22** Weekly. **23** A judicious admixture is best. **24** About 30, yes. **25** Yes. **26** $100 on 1,000. **27** 750 to 1,000. **28** One thing at a time is the most effective. **29** 100. **30** Both.

1 Stover Mfg. Co. **2** Freeport, Ill. **3** Implements, Hardware. **6** 100. **9** 100. **15** Yes. **16** Yes. **17** No. **23** Yes. **26** Yes. **28** No. **30** Expense.

1 Isaac A. Sheppard & Co. **2** Third and Berks Streets, Philadelphia, Pa. **3** Ranges and Furnaces. Business wholesale only, hence do not advertise to reach general public so much as dealers. **4** Experience too recent to judge. **9** 50. **11** 75. **12** 100. **14** 25. **15** No. **16** No. **17** No. **18** Very little, possibly not over 10 per cent. **19** Have no idea. **30** Both. Some money must necessarily be spent without result, even by the most careful and judicious advertiser. Such must be classified as expense.

1 The South American Corrocco Co., C. P. Brown, Treas. & Secy. **2** New York Office, 78 Maiden Lane. **3** Corrocco Tablets. **4** 60. **5** 60. **6** 100. **9** 40. **11** 60. **14** 80. **15** Yes. **16** Yes. **17** No. **18** 20 per cent. **19** 40 per cent. **30** We consider judicious advertising as an investment.

1 Surbrug. **2** 159 Fulton St., N. Y. City. **3** Golden Sceptre, for the pipe. **4** And *Puck*, *Life*, etc., 100. **9** 20. **11** 10. **12** 60. **14** 10. **15** Yes. **16** Yes. **17** Yes. **18** 70 per cent. **19** 100 per cent. **30** Both.

1 Standard Fiber-Ware Company. **2** Mankato, Minn. **4** 35. **5** 100. **6** 60. **7** 10. **8** 50. **9** 75. **10**

20. **11** 15. **12** 30. **13** 55. **14** 25. **15** Yes. **16** Yes. **17** No. **18** 25 per cent. **19** 20 per cent. **20** Twice a year. **21** Every 2 to 4 months. **22** Pretty often. **23** Yes, if they attract attention best. **24** Yes, and more too. **25** Yes. **26** Yes. **28** Yes, more than one article, but one line. **30** Expense.

1 The Schumacher Gymnasium Co. **2** 103-121 State St., Akron. **3** Chest Weights and Genl. Gym. App. **4** 100. **5** 50. **6** 75. **7** 35. **8** 20. **11** 50. **12** 80. **15** No. **16** Yes. **17** Yes. **18** 10. **19** 25. **20** 3 to 6 months. **21** 4 issues. **22** Don't use 'em much. **23** Yes. **25** Yes. **26** No. **27** 50. **28** Yes (sometimes). **30** Both.

1 Sherman & Butler. **2** Chicago. **3** Combination Flour Bin & Sieve. **4** 50. **5** 100. **9** 20. **11** 30. **15** Yes. **16** Yes. **18** 10 per cent. **20** Quarterly. **21** 60 to 90 days **23** Yes. **24** No. **25** Yes. **26** No. **27** 100. **28** No. **29** 200. **30** Investment.

1 The Seneca Falls Mfg. Co **2** Seneca Falls, N. Y. **3** Foot and Hand Power Machinery. **4** 30. **5** 10. **6** 10. **7** 4. **8** 6. **9** 100. **11** 10. **12** 30. **15** Would prefer every month. **16** Would prefer every week. **17** Would prefer every other issue. **18** 10 per cent. **19** 10 per cent **20** That depends on the article or goods advertised. **21** That depends on the article or goods. **22** That depends on the article or goods. **23** In a majority of cases, yes. **24** Better half of the time than not at all. **25** Yes. **26** Yes, 1000 publications preferable. **28** That depends on the article or goods. **29** 100 words. **30** Both.

1 The Saratoga Kissengen Spring Co. **3** Saratoga Kissingen Water & Ginger Ale. **4** 30. **6** 30. **7** 100. **12** 40 **15** No. **16** Yes. **17** No. **18** 20 per cent. **19** 100 per cent. **20** e. o. m. **21** e. o. w. **22** Once each week. **23** Yes. **24** Yes. **25** Yes. **26** No. **27** All that are published are not too many. **28** Yes. **29** Eighty to one hundred. **30** Both.

1 Thompson Manufacturing Co. **2** Elkhart, Indiana. **3** Lawn Sweepers and Rollers. **4** 100. **5** 50. **6** to **14** We are young and have had but little experience.

1 Lewis G. Tewksbury. **2** 50 Broadway, 41-43 New Street, N. Y. **3** Banking and Stock Business. **4** 13. **6** 25. **7** 31. **8** 31. **11** Properly forwarded, 100. **15** Yes. **16** Yes. **17** Yes, constantly keep your name before public. **18** Depends what you are advertising. **19** 10 per cent. more see it. **20** Every edition in some branches. **21** to **25** Depends what you are advertising. **26** Yes. **27** 25 in *proper manner*. **28** No.

1 Travelers Ins. Co. **2** Hartford, Conn. **3** Life and Accident Insurance. **4** 100. **5** 20. **6** 50. **7** 100. **8** 50. **11** 50, Only good as helps to agents. **14** 100. **15** Depends on size of advertisement. Would rather have page e. o. m. than one half page m. **16** As above. Very small ad. no good any way to us. Rather have large one less often. **17** No, just the other way. **18** Depends on amount of advertising in publication. Big magazines running space worth very little to us, won't take it. Weeklies, I care but little. **19** 100 per cent. at least over general space, not over 25 per cent. more than last white page next cover. **20** Once in two months, when it is a peculiarly "catchy" one, a ten-strike, can run three or four. **21** Same, substituting weeks for months. **22** We only use dailies once or at most twice; next use, new ad. **23** Yes, if you can get good ones. **26** No, not for us; reverse. **27** For us, 100. **28** No, for us there is only one thing, the company, as a rich and old institution. **29** 100. **30** Both, expense for the present, investment for the future.

1 James S. Topham. **2** Washington, D. C. **3** Patent Folding Coin Purse. **4** 100. **7** 100. **15** Yes. **16** No. **17** Yes. **18** 25 on editorial page. **19** None. **20** For best effect, every month. **21** Weekly. **22** Daily. **23** In magazines, yes; in dailies, no. **26** No. **27** 8 to 12 magazines. **28** Sometimes yes, sometimes no. **29** About 75 to 100. **30** Expense, as you must make the cost before you can realize profit.

1 Tadella Pen Company. **2** Fifth St., St. Paul, Minn., and Bible House, New York. **3** Tadella Alloyed-Zinc Pens. **4** 75. **5** 30. **6** Small page 100; large page 40. **7** 25. **8** 30. **9** 10. **10** Sample cards: 100. **11** 60. **15** If a half page or larger, yes; if smaller, no. **16** Would prefer a half page once in four times, rather than smaller space oftener. **18** 50. **19** 25. **20** Every month if changed at all. Some staple articles are best advertised without change. **21** Oftener the better, if changed at all. **23** Of a trade mark, yes. **24** Cuts other than trade mark should only be used when especially apt or attractive. **25** Yes, judiciously. **26** No. **27** We advertise for city business only, and use less than 100 publications. **29** We use nothing so small. **30** Investment.

1 E. T. Lomax. **2** G. P. & T. A. U. P. Ry., Omaha, Neb. **3** Advantages of U. P. Ry., for the travelling public. **4** 20. **5** 10. **6** 4. **7** 100. **8** 20. **9** 1. **11** 10. **14** 2. **15** Yes. **16** Yes. **17** Yes. **18** Yes, 30 per cent. **19** 50 per cent. **20** Every third issue at least. **21** Every second issue. **22** Once a week. **23** No, excepting the trade mark. **24** No. **25** No. 1st. Except trade mark. 2d. Except in descriptive pamphlets. **26** Depends entirely upon the circulation and the class you want to reach. **27** Can't say. **28** Yes. **29** Depends on form of publication. **30** Investment.

1 The United States Mutual Accident Association, James R. Pitcher, Gen'l Manager. **2** 320 Broadway, N. Y. City. **3** Accident Insurance. **4** to **14** Have no method of tracing direct results. Should rank in the order named, high grade magazines, great dailies, great weeklies, advertising novelties. **15** Yes. **16** Yes. **17** Yes. **19** 200 per cent. **20** Every insertion. **21** As often as fresh and bright advertisement can be prepared. **22** Same answer as above. **23** No. **25** Occasionally when a thoroughly appropriate cut can be procured. **26** No. **28** Yes, if one be given sufficient prominence. **29** About 75 outside limit. **30** Both.

1 L. E. Waterman Co. **2** 157 Broadway, New York. **3** Waterman Ideal Fountain Pen. **4** 100. **5** 25. **15** Yes. **16** Yes. **17** Yes. **18** 50 per cent. **19** 50 per cent. **20** Monthly. **23** Yes. **26** No. **28** No. **30** Both.

1 Washburn & Barrett. **2** 61 Court St., Boston. **3** Various. **4** to **14** Depends wholly on the nature of the business and other conditions. **15** No. **16** No. **17** No. **18** 20 per cent. **19** 25 per cent. **20** Every three months. **21** Every month. **22** As a rule every day. **23** No. **24** No. **25** Yes, to a reasonable extent. **26** No. **27** 500. **28** No. **30** Expense.

1 Waterloo Wagon Co., limited. **2** Waterloo, N. Y. **3** Carriages. **4** 100. **5** 50. **7** 75. **12** 100. **15** Yes. **16** Yes. **17** Yes. **19** 10 per cent. **20** Circumstances govern this. **21** Same as above. **22** Same as above. **23** They draw attention. **24** All the time if possible. **25** Yes. **28** Yes. **30** Investment.

1 F. P. Webster. **2** 277 Washington St. **3** English Grain Creedmoors (shoes). **4** 100. **9** 75. **11** 50. **12** 50. **15** Yes. **18** Find no particular difference in magazines. **20** Not often. **23** Yes.

26 No. **27** High grade magazine will do it best. **28** No. **29** Depends on interest of matter. **30** Both.

1 Warner Brothers. **2** 359 Broadway, New York. **3** Corsets. **4** 80. **5** 100. **6** 70. **7** 40. **8** 50. **9** 20. **10** 40. **11** 40. **12** 40. **14** 10. **15** Yes. **16** Yes. **17** No. **18** 20 per cent. **19** 50 per cent. **20** Where subject admits, nearly every issue. **21** In high class weeklies, often. **22** Every week. **23** Yes, where applicable. **25** Yes. **26** No. **27** 100. **28** No. **29** 40. **30** About half of each.

1 S. C. Williams. **2** Room 42 Tribune Building, New York. **4 to 14** Answers to these questions depend upon the thing advertised, the field selected and the sum of money to be expended. For general advertising of things for general use the daily is the strong base for effective work, the Sunday weekly, high grade magazine, and family magazine are useful in order named. Trade papers have a distinct work, the other methods are useful often, especially in closely restricted or in very full advertising. **15** Yes. **16** Yes. **17** No. **18** 33⅓ per cent. **20** Monthly. **21** Monthly or oftener. **22** Very frequent changes or rotations. **23** In most cases no. **24** The goods, size of advt. and general scheme would govern. **25** Yes. **26** No. **27** I know of one which goes to all. Do not know the smallest number to effectually cover. **28** No, generally for proprietary articles. Yes, often for dealers in several articles. **29** As few as will adequately convey the messages. **30** When tending to build a business, an investment; otherwise an expense.

1 Waukenhose Company. **2** Boston, Mass. **3** Hosiery. **4** 100. **5** 75. **6** 50. **7** 75. **8** 100. **9** 25. **11.** 100. **12** 25. **15** Yes. **16** No. **17** No. **18** 20 per cent. **19** 25 per cent. **20** to **22** Depends entirely on conditions. **23** Perhaps. In our case, yes. **24** Yes. **25** By all means use cuts. **26** No. **27** 15. **28** No. **29** 150. **30** Both.

1 The J. B. Williams Co. **2** Glastonbury, Ct. **3** Shaving Soaps. **4** Good. **6** Good. **11** Good if good. **14** Doubtful. **15** If very small, increase size and reduce number of insertions. If liberal size, then every month. **16** No. **17** No. **19** Prefer inside if choice position. **20** Every month. **21** Every week. **24** Yes, rather more. **26** No. **28** No, not conspicuously. **30** Should perhaps say both.

1 Wire Grip Fastening Co., O. E. Lewis, Manager. **2** 90 Lincoln St., Boston. **3** Wire Grip Slugger, Automatic Nailing Machine. **9** 100. **11** 50. **15** Yes. **16** Yes. **17** No. **18** 30 per cent. **19** 50 per cent. **20** to **22** Every issue. **23** No. **24** Yes. **25** Yes. **26** No. **27** 50. **28** No. **29** 75. **30** Both.

1 Walter F. Ware. **2** 70 N. 3d St., Philada., Pa. **3** "Mizpah" Specialties. **4** 100. **5** 100. **6** 50. **7** 50. **8** 75. **9** 10. **10** 50. **11** 40. **12** 75. **13** 75. **14** 100. **15** Yes. **16** No. **17** No. **18** 50 per cent. **19** 25 per cent. **20** Once a month. **21** Once a week. **22** Once a week. **23** Yes. **24** Yes. **25** Yes. **26** $100 in each of 1000 pubs. **27** Hard to answer. **28** No. **29** About 60 words to 1 inch. **30** Expenses of running the business.

1 John Wanamaker. **2** Philadelphia. **3** General Mdse. **7** 100. **12** 1. **15** Yes. **16** Yes. **17** Yes. **18** To Wanamaker, 0. **19** To Wanamaker, 0. **20** to **22** Every time. **23** Yes, if worthy. **26** No. **27** Best of all with *all* the dailies. **28** Yes. **29** No arbitrary limit. **30** Expense.

1 The Wisconsin Refrigerator Co. **2** Eau Claire, Wis. **3** Household Refrigerators. **4** 100. **9** 25. **12** 7. **15** Yes. **16** Yes. **20** Each issue. **23** Yes. **25** Yes. **26** No. **30** Both.

1 Chas. S. Webster & Co. **2** 67 Fifth Ave., New York City. **3** Books **4** 100. **11** 20 **12** 13. **15** Yes. **17** No. **18** 100 per cent. **20** Every month. **22** Every ad. **23** No. **24** Yes. **25** Yes. **26** No.

1 John H. Woodbury. **2** 125 West 42d St., N. Y., City. **3** Facial Soaps and Skin Remedies. **4** 60. **5** And monthlies 100. **6** 30. **7** 15. **8** 60. **9** 3. **11** Our own, 12. **12** Our own, 12. **14** 3. **15** Yes. **16** No. **17** No. **18** 25 per cent. **19** 100. **20** Both.

1 Woolrich Co. **2** Palmer, Mass. **3** Ridge's Food. **4** 75. **5** 60. **6** 100. **7** 60. **8** 100. **9** 20. **11** If sent for, 75. **12** If sent for, 75. **14** 10. **15** No. **16** No. **17** Yes. **18** 20 per cent. **19** Not much. **30** Both.

1 Warwick Cycle Mfg. Co. **2** Springfield, Mass. **3** Cycles. **4** to **14** Never estimated. **15** Yes. **16** Yes. **17** No. **18** Approximately, 20 per cent. **19** Depends on character of magazine. **30** Expense.

1 The Winter Park Co. **2** Winter Park, Florida. **3** Real Estate. **4** 100. **11** 75. **15** Yes. **16** Yes. **17** Yes. **18** About 100 to 25 per cent. **19** Twice as much. **20** to **22** Never. **26** No. **27** About six. **28** No, a few catching words put before the public year after year is the thing. **29** Very few. **30** Very necessary expense.

1 Western Corset Co. **2** St. Louis, Mo. **3** Corsets. Four line ads., agents wanted. **5** 25. **6** 25. **7** 50. **8** 90. **11** 100. **12** 100 **15** Yes. **16** Yes. **17** Yes. **19** Not a cent, for our business prefer classified ad. **20** At least quarterly unless you happen to get something very striking. **21** Substitute monthly in above answer and apply to this. **22** Substitute weekly in above answer. **23** Yes. **24** No, all the time. **25** Yes. **26** No. **28** No. **30** Both.

1 Wagons. Binghamton Wagon Co., Herbert Longendyke, Secy. **2** Binghamton, N. Y. **3** Full line vehicles. **15** Yes. **16** Yes. **17** No. **19** 100 per cent. **20** Every issue. **21** Every issue. **22** Every issue. **23** No. **25** Yes. **26** Yes. **28** No. **29** Enough—no more. **30** Both.

A composite picture, or rather a recapitulation, of the opinions of the advertisers represented, is given below.

It is obvious that the 100 per cent. point cannot be reached in any result of averages.

Of the **177** advertisers represented **142** advertisers expressed their opinions on advertising in high grade magazines, placing the average comparative value of high grade magazine advertising at **77**$\frac{1}{9}$ per cent.

On the same basis **132** advertisers place the value of family magazines of medium grade at an average of **32½** per cent.

On the same basis **117** advertisers place the value of great weeklies at an average of **56** per cent.

On the same basis **97** advertisers place the value of great daily papers at an average of **56⅕** per cent.

On the same basis **72** advertisers place the value of Sunday papers at an average of **47½** per cent.

On the same basis **93** advertisers place the value of trade papers at an average of **43** per cent.

On the same basis **43** advertisers place the value of lithographic work at an average of **43¼** per cent.

On the same basis **111** advertisers place the value of circulars at an average of **56⅓** per cent.

On the same basis **104** advertisers place the value of catalogues at an average of **62¼** per cent.

On the same basis **29** advertisers place the value of calendars at an average of **34** per cent.

On the same basis **53** advertisers place the value of advertising novelties at an average of **38⅓** per cent.

Out of **164** advertisers who answered the question, "*Would you rather have an advertisement of given size appear every month in a monthly than to have twice as large an advertisement appear every other month in the same publication*," **136** answered **yes, 28** answered **no**.

Out of **164** advertisers who answered the question, "*Would you rather have an advertisement of given size appear every week in a weekly than to have twice as large an advertisement appear every other week in the same publication*," **100** answered **yes, 64** answered **no.**

Out of **145** who answered the question, "*Would you rather have an advertisement of given size appear in every issue of a daily than to have twice as large an advertisement appear in every other issue of the same paper*," **54** answered **yes, 91** answered **no.**

131 advertisers gave an average of **51** per cent. for the proportionate value of "*how much more it is worth to have an advertisement next to reading matter, or facing reading matter, in any publication, than to have the same advertisement occupy running space in the same publication.*"

107 advertisers expressed opinions on "*what additional percentage is worth the outside cover of a magazine over inside space*," placing the average percentage at **68** per cent.

To the question, "*How often should an advertisement be changed in a magazine*," **125** advertisers replied. The answers vary somewhat, and some of them are slightly misleading. The author, in producing a table of result, has been obliged to slightly use his judgment. It would appear that **65** are in favor of changing the advertisement **every time**; that **12** are in favor of changing it **every other time**; that **28** are in favor of changing it **every three months**; that **2** are in favor of changing it **every four months**; that **11** are in favor of changing it **every six months**; that **3** are in favor of changing it **every year**; that **4** are in favor of **never changing it.**

109 advertisers expressed opinions upon the question, "*How often should an advertisement be changed in a weekly.*" The answers to this question, like those of the preceding one, are somewhat confusing, and the author has been obliged to use his judgment in producing result. **45** are in favor of changing it **every week**; **15** in favor of changing it **every other week**; **26** in favor of changing it **every four weeks**; **4** in favor of changing it **every two months**; **10** in favor of changing it **every three months**; **1** in favor of changing it **every six months**; **1** in favor of changing it **once a year**; **7** in favor of **never changing it.**

99 advertisers answered the question, "*How often should an advertisement be changed in a daily.*" The answers are somewhat confusing, and the author's judgment was necessary in making up a table of result. It appears that **44** are in favor of changing it **every day**; **9** in favor of changing it **every other day**; **8** in favor of changing it **every three days**; **18** in favor of changing it **weekly**; **1** in favor of changing it **every ten days**; **1** in favor of changing it **twice a month**; **9** in favor of changing it **monthly**; **1** in favor of changing it **every two months**; **1** in favor of changing it **yearly**; **7** in favor of **never changing it.**

134 advertisers replied to the question, "*Would you advise the continuous use of cuts.*" Of this number, **95** replied **yes**; **39** replied **no.** Several of the answers were given with qualifying conditions, but the spirit of the opinions is given in the result here presented.

The questions, "*Would you advise the use of cuts half of the time*," and, "*Would you advise the use of cuts at all*," cannot be reduced to definite results, because the preceding question, "*Would you advise the continuous use of cuts*," with its affirmative and negative answers, partially answers these questions. The reader is referred to the definite answers made in each individual case in the text.

126 advertisers expressed opinions on, "*Whether it is more advisable to expend* $100 *in each of* 1,000 *publications in preference to expending* $1,000

in each of 100 *publications.*" **44** advertisers were in favor of expending **$100** in each of **1,000** publications, and **82** advertisers were in favor of expending **$1,000** in each of **100** publications.

56 advertisers expressed opinions on, "*How few publications can be used in covering the entire United States.*" The total number given by the **56**, although some of them did not give definite number, but so well expressed themselves that the number could be easily written, is **60,195,** making the average number of publications necessary **1,074**. This result is not fair, as the total was brought up largely by five advertisers, who together, presented an aggregate figure of about **55,100**. Subtracting this from the total sum, and dividing by **51,** it would seem that **99** publications appear to be about the correct number for reaching, substantially, all of the readers in the United States.

To the question, "*Do you believe in advertising more than one thing at a time in the same advertisement,*" out of **129** advertisers, **27** said **yes,** and **102** said **no.**

52 advertisers, expressing opinions on "*What is the limit of the number of words allowable in a first-class advertisement, of about four inches,*" presented the average of **106** words.

To the question, "*Do you consider money expended in advertising expense or investment, or both,*" out of **175** advertisers expressing opinions, **39** placed it at **expense, 41** placed it at **investment, 95** placed it at **both.**

Several of the advertisers accompanied their answers with explanatory letters. These letters are appended, as they furnish practical opinion, worthy of the deepest consideration.

From the Pall Mall Electric Association, New York. Dr. Scott's Electric Brushes and Other Appliances.

Please note that the figures given you are the exact results as taken from our books and being applied to our peculiar class of goods will not be of much use to advertisers of goods so widely different from ours. It is with hesitancy that we submit our general results and our opinions to the public. For instance the great daily papers give us decidedly attenuated returns. The weeklies are better while the magazines are best of all. It is our opinion that people do not differ from each other in regard to advertising to as great an extent as is commonly supposed; the great mass of articles advertised call or such different newspaper treatment, that it would seem to indicate totally different ideas upon advertising subjects. We have given very little thought in late years to any other class of advertising subjects than ours, and cannot, in consequence, add anything of any value to others.

If it were possible to overcome the secretive tendency of advertisers, as a rule, re-

garding results, and percentages of results, in different mediums, in different territories, and under widely different circumstances, you might, Mr. Fowler, start a bureau of advice in which conjecture would be eliminated to a much greater extent than is now possible.

From Capitol Heater Co., Detroit, Mich.

We sell our goods to the trade only, and only to the very best trade in good sized towns. We have not tried to cover the entire United States. We have not occasion to advertise more than one thing at a time. Our four inch advertisements contain from four words to 200. For our purposes, undoubtedly good sized advertisements in a limited number of mediums are preferable to one tenth the space in ten times the number. We use cuts pretty nearly all the time, and we change our advertisements whenever we get tired of them, or are struck by a new idea, or some new point arises that we wish to cover. We do not believe it is possible to formulate a cast iron rule covering all these points. You might do it for one particular line of business, but what might be all right for the dry goods, soap, or patent medicine trades would not hit us at all.

From J. Arthur Jackson, M. D., The Jackson Sanitarium, Dansville, N. Y.

In speaking of the percentage of business gotten from different classes of papers, I am entirely at sea, and consequently I left the estimates blank. My preference goes towards the high-grade magazines, medical journals, and judicious placing of my catalogues. I think I can safely say that more of my business has come from these sources than from any other.

From George B. Woodward, Secretary, John Hancock Mutual Life Insurance Co., Boston.

We have found in our business the best results from special matter prepared by ourselves and placed in the hands of our canvassers.

From A. S. Hanson, General Passenger Agent, Boston & Albany R. R.

The advertising of railroad train service and accommodations is very different from that of patent medicine, or other like articles. As far as advertising special announcements, or regular service of railroad companies, I consider the daily newspapers the best medium, and generally speaking, reading notices, the best way.

From New Haven Clock Co., New Haven, Conn.

We find circulars which combine some novelty either in the cover, design, or method of sending, yield us the best returns, and we stick almost entirely to them.

From Joseph Dixon Crucible Co., Jersey City, N. J.

The articles which we advertise are graphite products from a simple lead pencil to graphite grease, with graphite paint, graphite lubricants, and a dozen other graphite products sandwiched in between. It is our experience that the mediums to be selected must vary in accordance with the articles which we have to sell. There is one article of our manufacture,— Dixon's crucibles for melting brass and other metal,— the sales of which constantly and largely increase, and yet we do not advertise them anywhere, to an amount over fifty or one hundred dollars a year, while our advertising bills for other

articles run up in the neighborhood of fifty thousand dollars per year. You ask if we would rather have an inch advertisement in every issue of a weekly paper than two inches for every other week in the same paper. If it was a paper going to a regular list of subscribers, and with few, if any, extra numbers, we should consider that the two inch advertisement every other week would be rather better than one inch every week, for in it we could say a little more. If it was a paper sold on a news-stand, and with but a small subscription list, then we would prefer the one inch advertisement every week, because it is our experience that such an advertisement would cost us less in the end, and bring us more good.

In regard to trade papers that go among builders, machinists, and others, we have found that it paid us to carry an advertisement in the leading ones, and in some of the indifferent ones. We do not know, in fact, we do not flatter ourselves that our advertising funds have always been put to the greatest advantage, and we really question whether there is anyone who does advertising, whether he be a doctor of advertising or a poor Jerseyman who spends his money according to the light he has on the subject, that can always feel certain that the money is put to its best advantage. We think it was Mr. Smith, of Ivason, Blakeman & Taylor, who once said that advertising was very much like dropping money in a hole, it might come back and it might not, that their experience was that they saw no returns from their advertising and so stopped it for a year or two, and then they saw a falling off in their business, and they commenced advertising again with the result that their business improved, and yet they could not trace the benefit of the money any better than they could previously.

To sum it up we are thorough believers in advertising, but it is yet a puzzle to us very much ahead of the 14, 15, 13 puzzle. We have no doubt that we have spent money that brings us not one single iota of good, but at the same time the result is in every way most excellent and "we could not be happy without it."

Continuous Advertising

"For I go on forever"

IF some imbecile should come out of the unthawed North to preach the business doctrine of continuous change of business base, to advocate the periodical removal of store or office, or the habitual renovation of its interior arrangement, the business man would take him gently by the hand, lead him into Nature's solitude, and leave him there.

This is precisely the logic practised by the merchant, advertising for a day, for a week, or for a month, in withdrawing his advertisement for the same period, or for a longer one.

No business man of sense would close his store every other day, or every other week, keeping it closed in January, and open in February.

No merchant would discharge his best clerks in midsummer, because trade appeared to be lighter.

Beyond the little effervescence of novelty, the longer a man remains at a stated place, the more voluminous and solid must be his business.

Change of location is never made except to meet necessity.

The good merchant would rather build on the site of his success than to move away from it, except when the growth of the town demands locative change.

The same man, and, when the man is dead, the same firm-name, the same place, and the same general line of goods, enable the business house to build up a business of permanent character.

Experience, backed by the law of general averages, effectively shows that the first appearance of an advertisement of a new advertiser seldom brings more than the meanest kind of transient trade. The second appearance does little else than to open to the reader an excuse for his attention.

The third suggests business. The fourth suggests more of it. The fifth is liable to impress upon the reader that it may be to his advantage to consider the article advertised, or more likely to so strongly impress it upon him that the memory of it may be recalled by subsequent advertising. It has sown seed, but has not watered it. The sixth appearance of the advertisement is liable to be felt in the store where the goods are for sale. Then, and then only, does advertising begin to tell.

While this principle is applicable largely to new advertisers, it proportionately holds good among old advertisers, particularly among those who do intermittent advertising, and are periodically disappointed. They have not the business sagacity to discover the source of failure. The man who expects within twenty-four hours from the time his advertisement first appears, to get anything from it beyond transient trade, simply finds himself mistaken, unless such advertisement be one of a series, following others at short and frequent intervals.

The strength of advertising is in its latent power — the value contained within it, if one be persistent and consistent.

To discontinue advertising is simply to destroy a heavy proportion of the preliminary education of the possible customers who are just beginning to be influenced.

Many an advertiser has seen his advertising fall to iron flatness, because he stopped it at a critical period in its life.

One's first visit to a store generally results in the purchase of nothing save trifling necessities.

The first reading of an advertisement of a new advertiser impresses the reader about as much as do the first notes of music when the band is struck by lightning three seconds after the fall of the baton.

Every-other-day or every-other-week advertising may have about as much effect as has the punishment of a child by one blow a week, until all of the allotted strikes have been administered.

An advertisement in the paper today, out tomorrow, in the next day, and out the day after, furnishes an excuse for not following it at all.

Many a reader sees the Monday advertisement, forgets all about it, thinks about it Tuesday, and looks for it then. The Monday paper is lost, the Tuesday paper does not contain it. He forgets it again, and very likely

forever, because if he really wants the article advertised, he buys it of some other firm, who is then advertising.

Good healthy seed has been sown upon fertile ground, to be raked out before it has a chance to take root; even the soil rebels at the second using; the ground heals up; it has to be plowed again, and renovated; all this is expensive.

It has been proven, over and over again, that continuous advertising is the only kind of advertising which pays; there is no need of proving it again.

A general law is safer to follow than individual opinion.

There is not a solitary case where intermittent advertising has brought any adequate return, compared with that which comes from the advertisement which is everlastingly pounding away at the public, day in and day out, always with something fresh in it, and appearing forever in its accustomed place in the advertising columns.

The claim made by some advertisers, that once-in-a-while advertising pays, is simply backed by a few cases, where apparent fact overshadows accepted principle.

Exceptions exist in this, as well as in everything else.

A man may make more money sailing a rickety ship laden with a valuable cargo; the ship may survive trip after trip; profit may pile upon profit; the ship may go down empty; but no sensible navigator sails in a worn-out vessel.

Not what can be done in the wrong way, but what can be done in the right way builds up business.

People get as much accustomed to an advertising location in their paper as they do to the location of the store itself.

A business man can no more afford to be without good advertising mediums than he can afford to be out of his store or out of his head.

It is obvious that no one familiar with advertising would advise an advertiser to use the same amount of space all the year around.

There are times when advertising expense can be curtailed without injury to business.

There are lines of business which could not, with sense, be advertised continuously forever. They can, however, be advertised continuously for limited periods.

The argument of this chapter refers exclusively to those lines of trade which appeal to general necessity, articles like furniture, clothing, dry goods, shoes, engines, boilers, stoves, coal, lamps, pictures, carpets, or anything else which, although they may have particular seasons, are sold the year round, in reasonable proportions.

If the advertiser of chairs finds that it pays to advertise to the extent of a full column during April and May, and that he can get as much business out of half a column during June and July, and that a quarter of a column will suffice during August, his own business sense tells him to follow that proportion.

But business sense will never tell him to completely withdraw the advertisement.

People are purchasing chairs all the time. The man who buys a chair at the very middle of between seasons may be the man who will get married during the season, and purchase all of his furniture of the man who sold him that insignificant chair.

Disconnected advertising is as bad as a disconnected lecture. No man would stand upon a platform for half an hour, and stop in the middle of a sentence, to begin next week, without any preliminary remarks, or an attempt at synopsis.

No one would hire a carpet layer to put down one row of carpet one day, and another row next week.

The strength of advertising is in its continuity.

People so easily forget, that it is necessary they should never be allowed to lose the name and business of the advertiser.

A moderate amount of advertising during off seasons will connect with an extensive system of advertising in season.

A man who starts in with a four inch advertisement, runs it two months, and then stops it for two months, and begins again with a four inch advertisement, has lost half of the strength of the first two months' advertising. If he had connected the advertising of these disconnected months with an advertisement of a single inch, he would not have lost any of the latent strength of advertising. He would have had, substantially, the same advantage as if he had carried his four inch advertisement all through the intervening two months, provided, of course, the two intervening months are decidedly out of season.

Go where you will, whether in small villages, large towns, or great cities, the men who are doing the business are the men who never stop advertising, who advertise continuously, who find it is as necessary to advertise every day as it is to keep open their stores.

The fundamental principle of continuous advertising has been tested thousands of times by as many shrewd advertisers, and the combined opinion, with hardly a dissenting voice, is in favor of continuous advertising, except in few exceptions, too few to merit argument or discussion.

Circulation

" The strength of quality is in its publicity"



F the about twenty thousand periodical publications in the United States and Canada, an intelligent calculation gives about eight thousand of them as having an average circulation of near five hundred copies per issue; and nearly six thousand are given as printing at each issue in the vicinity of one thousand copies. Probably not more than five thousand possess a regular issue of over one thousand copies, and there are less than fifteen hundred which sell more than ten thousand copies at an issue.

Except in the larger cities, weekly papers have generally a much larger circulation than have the dailies.

It is fair to assume that the average first class country weekly paper sells about one thousand copies at each issue, although there are many country papers which have circulations from fifteen hundred to as high as three thousand, but the latter figure is not enjoyed by probably over one hundred purely country newspapers.

A very few country papers print regular editions of five thousand copies.

Small circulations, it is true, yet every copy of a local paper goes into the household of probable customers, and each copy is undoubtedly read by from two to a dozen different people, raising the paper's reading circulation to many times the actual number printed.

These low figures are given because they are facts, not to depreciate the value of local newspaper advertising space, for to the local advertiser the space occupied in the local paper is almost invariably worth that which is charged for it.

Daily papers, in cities of from twenty to one hundred thousand population, are liable to possess very good circulations, say from five to ten thousand, or even fifteen thousand, in exceptional cases.

There are in America probably not exceeding forty publications printing over one hundred and fifty thousand copies at an issue; about one hundred having regular editions of over a hundred thousand; and probably two hundred and fifty never print less than fifty thousand at an issue.

The half dozen great magazines, the few leading religious papers, the small number of family weeklies, and not more than four or five dailies, substantiate the claim that there are publications with circulations exceeding two hundred thousand.

The better the publication, the more its advertising space is worth.

While quality of circulation may be first considered, it is fully as important to consider quantity of circulation.

Quality amounts to little without quantity, and quantity is well-nigh valueless without quality.

The character and field of the paper have as much to do with the value of its advertising space as has the quality of the goods for sale to do with their salableness.

While it may be difficult to cover too much ground, or to cover it too well, intelligent concentration is important.

It is better to have a column advertisement, or any other large space, all of the time in a few good papers of character and circulation, than to spread out the advertising proportionately into too many publications, some of which are miserable apologies for existence.

Circulation backed by reasonable quality pays the advertiser.

Only the publication of genuine quality can have circulation, with the exception of the cheap vulgar sheet, which, by spreading filth, may obtain among the rabble a sort of desultory circulation, frequently, and unfortunately, of extended quantity. This paper cannot be a good advertising medium, except for the cheapest kind of cheap goods. There is reason to doubt that it has any real business-bringing value.

The man who enjoys off-color reading is liable to have no respect for the paper he is reading, and less respect for the business man who lowers himself by advertising in it.

The paper of solid ideas and modernized enterprise is invaluable.

It is the paper of quality and quantity, and advertising space in it has as much to do with success in business as has the salesman and the express wagon.

The personal "circulation" of the silver-tongued solicitors of these so-called gilt-edged papers, which go only to a conservative few, must not be allowed to count for any thing in the decision of space taking.

Advertise in the papers because they are good mediums, not because the editor, or the publisher, or the agent, is a friend of yours.

Kid-gloved quality, with apparent cheapness of rates, without quantity, has nothing to offer advertisers.

Figure it out yourself. Ten cents a line in a paper of the circulation of a thousand copies is generally pretty dear advertising, even if the journal be printed upon satin, and sent out in morocco binding.

The great middle-class of people are the buyers.

The man and woman of moderate circumstances are the buyers of the world. They can be reached by advertising. They include the people who have made every city what it is; the men who have built the houses and the stores; the women and men who fill the churches, and make life worth living, and upon whose children rests the future of every nation under the sun. These people have ready cash, because they are continually making it. They are the circulators of money.

The blue-blooded live in feudal houses; they cannot be reached with a gun; there is not enough of them, all told, in any city, to support a silver-plated peanut stand.

The goods may be of velvet and solid mahogany, the silverware may weigh a ton, the hats may be trimmed with feathers from impossible birds; if these things can be sold, they are sold to the people, and the people read the publication of circulation. There are exceptions, but too few to be worthy of attention.

The more average people the advertiser reaches, the greater must be his trade.

There are society papers filled with a certain class of alleged-to-be high grade matter.

These papers have conservative circulation, for they cannot have any other kind.

Their circulation may not exceed five thousand, yet their advertising space is worth about what is charged for it, for the society paper appeals to the tone, and the shoddy-tone,— ninety per cent shoddy-tone,— by far

the heaviest buyers of luxuries, and reached more easily by advertising than any other class of people.

The shoddyites read the society paper, they read the popular magazines — they can understand the illustrations — they read the popular daily paper — the popular publications reach every one of them — the alleged publications of tone reach a part of them.

The advertiser who deals exclusively in high grade luxuries may think that he can reach all of his possible customers by advertising in the so-called upper crust papers. He is mistaken, that is all.

The enterprising publication of large circulation is the natural organ of natural people, and is also the only thing which can reach all of those peculiar people who try to be natural by being unnatural.

The best people of any locality read the smartest and brightest publication. The ignorant rich may criticise its style ; may say that they do not read it. They do, because they have to.

Folks of whatever station, whether they be car-drivers, or lineal descendants of Romulus and Remus, will read the publication which caters to their natural desire.

The conservative gilt-edged publication is a good advertising medium, and one which every heavy advertiser can use to advantage, but the bulk of the money can be more advantageously expended in the medium which everlastingly is getting into the peoples' hearts.

Although folks may see other publications, they will never fail to read the one which has in it that which appeals to home and homely things.

Let the advertiser see with his own eyes ; let him travel on his suburban trains ; take the workingmen's train one morning ; the business men's train the next ; then the ladies' train ; watch the news-boy carefully as he passes along the aisle ; ask him how the papers sell ; he will tell you that nine out of every ten are of the papers which print the news. He sells other papers, it is true ; frequently he sells two papers to one party, always the bright paper, the other paper one of the conservative sheets.

Watch the news agent on the through express — he sells the popular papers and magazines.

The publication which will sell on the cars will sell everywhere, except in the poorer districts.

The cry may be raised that the paper of circulation is not a first-class

example of journalism. Very likely ; it commits sins of commission ; how about the conservative sheet committing sins of omission ?

The pushing, energetic publication, although it may frequently print that which it better not print, is the medium which works for the people, which ventilates corruption, which mirrors the world as the world is, and although some of its matter may be sensational and over-colored, it is the publication which does the most good to the most people, and in it the advertiser finds a natural channel to carry the news of his business into the world.

In such a publication every advertisement is read, not necessarily by every reader, but if only one quarter of its readers read the advertisements, more readers will see them than if all the readers of the other publications read every one of their advertisements.

Perhaps the writer is treading on the ancient corns of ancient men,— publishers who have very little to sell, save reputation and grandfatherized prominence, but he has written what he knows to be true, because he has proven it to be true, and is backed by the settled opinion of the best advertisers everywhere.

Oftentimes one can reach more buyers by advertising in a half dozen publications of acknowledged circulation, than he can by spreading his advertising appropriation over a hundred publications which all together do not amount to the volume of half of the six great mediums.

The good advertising medium is freighted with much quantity and much genuine quality.

Advertising Rates

" Good things are worth a good price everywhere "

THE majority of men believe in advertising, and advertise.

A part of the minority of men believe in advertising, and do not advertise.

The balance of the minority either do not believe in advertising at all, or else believe in it sufficiently to advertise intermittently.

This semi-intelligent business man finds that a decent sized advertisement, in a decent publication of decent circulation, costs from ten to fifty dollars a time.

He attacks the mathematical problem, to discover that it is necessary to sell four refrigerators, two overcoats, twenty-five rolls of wall-paper, forty-two pairs of stockings, or a half dozen rocking-chairs, to realize sufficient profit to meet the advertising cost of a single insertion.

He is one of those kind of men who invest their money with a string to it. When the money rolls around the corner in search of fertile ground to grow in he jerks it back unto himself.

There are a sort of " sufficient-unto-the-day " people, who do not believe in the business doctrine of casting business bread upon the business waters, for more business. Their business principle might make a peanut-stand a possible success, for folks will have peanuts.

This business curiosity takes his slate, and, with a blunt pencil, figures that the direct sales from advertising are less, within the circle of the life of the advertisement, than the cost of the advertisement.

Upon the rickety tablet of his mind appears a loss of all the profits, and a bonus loss on the principal.

Then he goes into his closet, mathematizes again, to again conclude that advertising comes altogether too high.

His sales decrease. Then for the twenty-fifth to the one hundredth time, according to the age of the individual, he decides that it pays to advertise *moderately*.

The mind-reading advertising solicitors, of every publication, swarm into his office. They erect an auction block beside his desk, and offer advertising space from one quarter of a cent a line up to ten and fifteen cents, with guaranteed circulation varying to suit the circulation capacity of the circulative advertising man.

The merchant is told that a six inch advertisement in the *Weekly Bladder*, or the *Daily Slow*, will cost only two dollars a time. This the merchant figures as mighty cheap advertising, and so it is, in a different way from that in which he understands it.

The representative of the great daily, with a solid circulation equal to that of all the other papers combined, suggests an advertisement.

"What are the rates?" asks the man of alleged business.

"Twenty-five cents a line," answers the newspaper man.

In his head the advertiser figures: — "Fourteen lines make an inch, one inch, at twenty-five cents a line, $3.50; six inches, $21.00."

"Twenty-one dollars for a single advertisement," says the want-to-be-advertiser aloud, "why, I can place the same advertisement in the *Weekly Bladder*, or the *Daily Slow*, for two dollars!"

Then the representative of the great daily repeats the old, old story that twenty-five cents a line is cheaper in a paper of 150,000 circulation, for proportionately it figures just one-sixth of a cent a line per thousand circulation.

He tries to impress upon the falsely economic advertiser that a ton of gold is worth somewhat more than a ton of lead, but the advertiser replies, in his unbusiness-like way, that "a ton's a ton anyway."

He selects the *Weekly Bladder*, and the *Daily Slow*.

He finds that his advertising brings little trade. He returns to his former stagnant condition, climbs on to the top of his building, to once a week proclaim that advertising doesn't pay.

Let the reader figure on the hypothesis just presented. The chances are that the *Weekly Bladder*, or the *Daily Slow*, has a circulation of not exceeding three thousand, but for argument assume that it is *bonafide* at the three thousand figure. Reckoning the value of the advertising space by the

standard set by the 150,000 circulation paper, a proportionate rate for the six inch advertisement in the *Bladder*, or the *Slow*, is fourteen cents. The advertiser is paying in either of these two papers many times as much, proportionately, as he would have to pay in the great daily.

To be perfectly fair it is necessary to state that if advertising space is bought for one-sixth of a cent a line, per thousand circulation, in a paper of 150,000 circulation, it may be worth somewhat more, proportionately, in the paper of smaller circulation, for every conservative paper has a certain clientage, which is particularly reached by that paper, and which cannot be covered as well by any other publication.

There is, however, no business sense in paying a conservative daily five or ten times as much, proportionately, as that paid the great daily, of enormous circulation.

When the rate of the conservative daily, circulation considered, is more than three times as much as the rate in a neighboring great daily, the advertiser should hesitate about giving the paper business at its rates. He had better make the closest investigation as to its quality and special, business-bringing power.

Fair rates for advertising in local weekly papers range between three cents and five or six cents per line, for transient advertising.

The few large city dailies which claim to print, and very likely do, from thirty to over one hundred thousand copies a day, command from twelve and one-half cents a line for "wants," to twenty-five or thirty cents a line for run of paper, and from that to one dollar a line for cuts and preferred position.

A column is an indefinite article. It may mean fifteen inches of space, and it may refer to over twice that amount.

A column, say twenty-four inches in length, is worth in the country weekly, from one hundred dollars to three hundred dollars per year, on regular full column yearly contracts. In about half of the country weeklies the former figure, or about it, should be taken.

In the better class of country weeklies, that is, papers published in the larger towns and at county seats, the price, per column, per year, may run from one hundred dollars to two hundred dollars, and in the better class of this better class, three hundred and fifty dollars would be considered about the highest justifiable rate to be charged.

A half column of space is rated from five per cent. to ten per cent. proportionately more than a whole column space is rated, and less space than a half column should be charged at about ten per cent. additional proportionately, over the full column rates.

The old rule of a cent a line per thousand of circulation, applies to the larger papers, and could not be properly accepted by all of the local papers, which are not worth so high a rate to the general advertiser, and are worth very much more to the local advertiser, to whom their advertising space is invaluable.

In local daily papers, advertising space is worth from one-half to two-thirds the price of that in the weeklies; or conversely, an advertisement in a daily is worth three times as much, or more, per week as it would be worth in a weekly, circulation and quality conditions corresponding.

Sunday, semi-weekly, and tri-weekly papers are generally classed with dailies, so far as advertising rates are concerned.

Quantity of circulation should be first considered; next quality. Quantity amounts to little without quality, and there is no use advertising in papers which have only quality.

An advertiser has no more right to beat down the advertising rates quoted him by the publisher, than has the publisher a right to demand discounts on flour or dress goods.

The space in the local newspaper is merchandise, as much so as tablecloths, or wash-tubs. The publisher has it for sale, and he expects, and should obtain for it, a fair price.

The popular idea that an editor is glad to fill up his paper with anything and everything is absurd. Very few papers, even small country papers, are issued, which could not throw away all the matter in type and find enough live copy to reset the entire paper.

The editor is always glad to get news, and he is ever ready to reciprocate for favors done. He sells his space as the merchant sells merchandise. He wants the equivalent for it in cash, as the merchant wants his pay in cash.

The bread and butter of the publisher comes from his paper, and he can no more afford to give away space in it, than can the merchant afford to present the publisher with arm-chairs or cooking stoves.

Do not pay for advertising in trade.

Buy for cash.

Sell for cash.

A trade advertisement is seldom satisfactory to the contracting parties. It lowers the standard of the goods, it lowers the respect of the publisher for the advertiser, even if the publisher himself suggests the trade.

There is no objection to presenting the editor with a suitable gift in recognition of his many journalistic courtesies, but let the gift be given as a present, and not with the explicit understanding that the editor shall immediately return its value in printers' ink. The editor will undoubtedly pay for it three times over, if he be not asked to do it; and then the merchant gets the benefit of the advertising, without paying more than a third of what it is worth, and the good-will of the editor for his generosity and courtesy.

But advertising, pure and simple, should be paid for in cash, and only in cash. The merchant should treat the publisher as he treats another merchant; buy the advertising space as he buys anything else; buy it with the same shrewdness that he displays in purchasing his stock in trade. Ask for any reasonable discount for cash. But he has no right to assume that advertising space is not merchandise, and that it can be purchased for little or nothing, if little or nothing be offered for it.

One of the best tests of the value of a newspaper is the rigidity of its advertising rates. The better the paper the less variable are its rates, and the smaller its discounts.

The publisher who will undercut legitimate discounts is doing it simply because he is not able to get the regular rates, with of course the customary discounts for time and space; and if he be not able to get those rates, it is sometimes fair to presume that his advertising is not worth what is asked for it.

A publisher who will do unusual cutting in rates is open to suspicion, and, even at the most absurd cut-rates, the advertiser had better hesitate before placing his advertisement, until he can ascertain the reason for the unusual cut.

A scale governing local advertising rates can not be printed specifically, for all local scales can apply only to their local territory.

Every newspaper asks just as high a rate as it can conveniently obtain.

A newspaper is a business institution.

Newspaper advertising space is merchandise.

The local advertiser is obliged to advertise in the local newspaper.

Newspaper competition prevents newspaper monopoly.

Fair advertising rates for any one particular city can be determined only by comparison with other papers in the same place; not by comparing the advertising rates of Dashville with those of Dashtown, but by comparing the rate of any Dashville paper with those of the other Dashville papers.

If the leading paper of Dashville, with a circulation of ten thousand, charges five cents or ten cents a line for its advertising space, and is a thoroughly legitimate newspaper,— the people's paper in every sense,— then the advertising rates of Dashville should be based upon the advertising rate charged and received by this leading paper.

If the paper be a shyster sheet, living by circulating in, and stirring up, the filth of the town, then it is not a rate-criterion.

In smaller places advertising rates must be correspondingly higher than in larger. A newspaper of one or five thousand circulation cannot accept the rate of one-sixth of a cent a line per thousand circulation. Advertising space in it is worth more proportionately, particularly if it be the paper of the town.

Do not depreciate the value of advertising space in weekly society papers, even though their circulation may be ridiculously small, and hardly one half as large as the people have been taught to believe they are.

Advertising space in a good society weekly is generally worth somewhere near what is charged for it.

The fair advertising rate in a society paper should be set proportionately by the rates charged by the best society paper in the field, or a similar field.

Special position rates of advertisements are generally regulated by the price charged. If a paper asks twenty-five cents a line for inside space, and fifty cents for outside space, it is somewhat fair to presume that outside space is worth twice as much as inside space.

Inside space in some papers is worth more than outside space, and outside space in others is worth infinitely more than the difference between the price asked for it, and the price asked for inside space.

Circulation controls advertising rates.

Quality acts as " governor " for keeping quantity from making the rate too high.

One cent-a-line per thousand circulation has been considered a standard rate by weekly and monthly publications.

Although some publications have brought the proportionate rate considerably below the half cent, half a cent a line per thousand circulation may be considered a low rate for the average paper of enormous circulation. Great dailies, however, bring the rate considerably below this line, while other dailies keep the rate above it.

If the best daily in the city charges no more than one cent a line per thousand circulation for regular standing advertisements, the advertiser is liable to get his money's worth, except in very large cities where half-a-cent a line per thousand circulation might be none too low.

The best rule for the local advertiser to follow is to advertise in every paper in his local field, which he has proven pays him to advertise in. Let him figure the proportionate rates from the daily of the largest circulation, and from the weekly of the largest circulation, and allow himself to pay for the other papers a fair sized bonus, proportionately, for alleged quality. The advertising space may not be worth this difference to the advertiser, but if the conservative papers will not take less, it generally pays the advertiser to advertise in them to a moderate extent, throwing the bulk of his money into the greater pages.

The newspaper which cannot earn its rates is generally willing to take a great deal less than its rates.

The paper which invariably earns its rates always sticks to its rates.

If the advertising space is worth what is claimed for it the paper has no more right to cut it than has the United States the right to sell three two-cent stamps for five cents.

There is nothing which shows a newspaper's weakness, and creates so much question about its value, as a different rate for different customers.

No good paper has cut rates. Cut rates are not business.

The paper which receives the most for its advertising space, and continues to get it, is the paper which carries the most advertising, which makes a customer to keep a customer, and which is sure to bring more profit for the advertising investment.

The general rule applying to local newspaper rates can cover, in a general way, the regulation of rates in national magazines and other general publications; but national mediums do not expect to obtain, per

thousand circulation, as high rates as must be proportionately asked by local papers, with the exception of the great dailies, which can hardly be classed among the local advertising mediums.

Generally, one cent a line per thousand circulation is considered not exorbitant, although several great weeklies and monthlies bring the proportionate rate far below this figure.

Certainly one-half of a cent a line per thousand circulation is low enough, and any publication doing better than that is offering advertising space at sub-bottom, if its quality be presentable.

In general advertising, the advertiser cannot be too much on his guard against the publications of quality, without quantity, with rates apparently of extreme cheapness.

Advertising space is merchandise, and must be bought upon a definite business basis.

Circulation is an actual part of space value.

The advertiser must consider circulation and quality, weighing each carefully, basing the rates upon the collective value.

The hundred great national publications will cover more ground than, perhaps, a thousand other national publications, of good quality, and of small circulation.

Four dollars a line may be lower in one publication than five cents a line in another.

The advertiser has a right to know what he is buying.

Those are exceptional publications which can justify their right to be silent upon circulation, but there are not many of them.

The publication of large circulation isn't ashamed of it.

Advertising Space

" Don't crowd a good thing "



CONOMY is to be practised in advertising.

Economy is to be practised in everything.

Advertising need not have all the economy.

The old business maxim, that " that which is worth doing is worth doing well," applies in its full strength to advertising.

Better not advertise at all than to botch it.

No sensible merchant would think of crowding forty cubic feet of dry goods into thirty cubic feet of storage, yet the same merchant very likely attempts to draw trade into his fifty thousand dollar business, with advertising space a five thousand dollar man would be ashamed of.

One may advertise too little, and lose money.

One may advertise too much, and lose money.

Advertising expenditure should be followed and regulated, and every advertising experiment tested and re-tested.

Every dollar put out in advertising should be watched from the time it goes out until it begins to come in.

Let your advertising space be as large as your business.

No more think of crowding your advertising space than of crowding your salesroom space.

Customers are much more important than spacious warerooms.

Better have plenty of warerooms, and plenty of advertising.

The successful advertiser invariably has plenty of space, and uses few words in it; and what is more he never cuts his advertising seriously during the alleged dull times. Experience has taught him that the time to advertise is about all the time.

It is well enough to use small space, if you can hire folks, at a reasonable price, to look at it.

It is remarkable that when some business men begin to cut expenses, they cut the advertising with a broad axe, and carefully prune out little expenses here and there in other parts of the business.

Not only is this senseless logic practised by business men who do not believe in advertising, but it is frequently done by those who say they appreciate the value of advertising.

A goodly proportion of merchants, even though they believe in advertising, and are having the value of advertising continually shown them, are trying to crowd an inch advertisement into a half inch, and a column advertisement into six inches.

It is right to save all you can, but there is such a thing as feeding the spark of advertising with so little fuel that the advertiser is the only man who knows the spark is there.

The small advertiser may not consistently afford a full page, and many somewhat expensive advertisers find that a column is more than they feel justified in paying for.

If the advertiser sells ten thousand coats this year, does not the success in selling make him willing to try to sell more coats next year? Does he not enlarge his store with the business hope that the ten thousand sales may swell to fifteen thousand?

The successful business man may tie a string to his experiment.

The unsuccessful business man keeps such a tight hold on the string that the experiment has not chance for healthful exercise.

This kind of a man does not lose money long, because he soon finds himself without money to lose.

The business man has two things to consider: First, will he be satisfied with the business he now has? Second, will he strive for more business? If the first, he will find advertising necessary to keep his business; if the second, he will need much advertising to make his business grow.

The argument of this book is addressed to the progressive business man who wants more business, and is willing to take legitimate chances to get it. He is the man who experiments legitimately without taking gambling chances. He is simply willing to take reasonable risk for reasonable profit. He experiments with every department of his business, puts out

as much money as he consistently can, increases the expense of his advertising as he does other departments of his business, with the settled business hope, backed by clean experience, that the expenditure of a little more money may bring in more money.

He is not one of those senseless men who do so little advertising that the healthy root of advertising is not sufficiently fed to make a healthy tree, and consequently does not pay the advertiser, for there is not enough of it to make the shadow of an impression.

A little advertising is worth something, provided the business does not admit of more of it.

Good advertising demands that its volume be proportionate to the business.

The ahead-of-the-times-merchant carries his advertising a little ahead of his business, because he finds that to work a little ahead of the times enables him to be ready for the times when the times come.

There are few cases where too much advertising has swamped a man.

There are plenty of cases where too much advertising used up the money, because money was not well spent in other directions.



Plate No. 1.

Advertising is only a part of business. Its effect depends on its perfect dovetailing into every branch and part of business.

Advertising cannot bring business unless it works in harmony with business.

A small, insignificant, crowded advertisement in a crowded paper may bring some business. If it will bring any it proves that more of it would bring more business.

A general rule, designating the amount of profitable advertising for any one who advertises, can not be given in a book of generalities.

The size of the advertising space should be regulated not only by the size of the business, but by the advertiser's ability to make the business



Plate No. 2.

larger, his willingness to plant money in every legitimate field, to more firmly root the business which he owns. When he decides to build business by spending money to build it with, he must put a good portion of that extra money into advertising, or folks will not know that he is business building.

Open space around an advertisement is sure to make the advertisement prominent.

Open space cannot in any way be considered wasted, for it is really of as much importance to the advertisement as the wording of the advertisement itself.

Open space can be supplemented by rules or ornamental matter, serving to focus the attention upon the words enclosed.

The more open space there is around an advertisement, or the more focusing lines, whether it be a small advertisement or a page, the more conspicuous will be the meat of the advertisement.

Plate No. 1 illustrates white space around single column advertisement.

The effect of common brass rules is apparent in Plate No. 2.

Dull Time Advertising

"Times are dull! bah, then don't be with the times"

THE discussion of a principle of advertising which has never received the attention it deserves.

In attempting to prove the correctness of the hypothesis along which it is proposed to travel, it may be necessary to sail against the popular current, but so long as the theory is backed by principle, and substantiated by the opinions of deeply thinking and shrewdly figuring advertisers, there is no objection to sailing against the tide, if the tide be not the stronger.

The general advertiser naturally divides his seasons into distinct parts. There is the fall season, the holiday season, the so-called out-of season following the holidays, the spring season, and the summer season. The last is universally considered by those business men who hold the ideas of their fathers, assisted by a few spinal-marrow ideas of their own, as the legitimate excuse for cutting expenses somewhere, particularly in the advertising department.

There are many shrewd business men who have succeeded in making moderate fortunes, and still retain the opinion that it pays to advertise when trade is good, but that advertising cannot be profitable when trade is supposed to be stagnant.

Certainly it is not profitable to advertise sleds in July, nor to make a specialty of advertising ice cream freezers in January. Everybody knows very well that it does not pay to advertise summer time tables in mid-winter, nor arctic overshoes in summer. It certainly is not profitable to advertise those things which have a special season for their use, and are only purchased in a transient way, during that time of the year when no one cares anything about the particular thing in question.

The statement, made by many advertisers, that people do not read the papers during the hot months, and that reading is largely confined to the cooler seasons, when the weather forces people indoors, where they are supposed to be given time for reading, and other mental improvement, is absolutely false.

It is proposed to argue this question along the trodden path of axiomatic truth, in order that it may be proven that there is as much reading done during the summer as is done during any other season of the year.

In the winter, people stay indoors because nature makes it necessary for them to do so, but during that season every business man is busy, and every woman is making clothes, or attending to certain indoor duties, including the enjoyment of social life, calling, entertainments, and other recreations, coupled with constant attention to stern necessities, all of which are not likely to be attended to when the mercury dances in the tube. There are exceptions, but general principles furnish the best basis for definite argument.

By observation it can be easily proven that there are as many papers and books read between the first of June, and the first of September, as are read at any other time of the year. It is then hot, and uncomfortable, and people "let down the bars" of business, and straight laced society duties, to spend their time upon the piazzas, at the seashore, in the mountains, or by the lakes.

There never was a man or woman, with brains enough to comprehend the head-line in a cheap newspaper, who did not carry to the summer cottage, or the summer hotel, or to the home, about as large a stock of books and papers as of clothes and necessities.

The scramble for daily papers and magazines in the reading room of every hotel, and at the news stand of every country resort, during the hot months, teaches a kindergarten lesson of positive fact.

Every decent publication is making a special effort to supply light summer reading, and the effort is appreciated.

Many of the leading publishers of the country give as much attention to the production of summer literature, in book or periodical form, for summer readers, as they do to the publication of Christmas stories for the holidays.

The statement made that it is too hot to read is built upon nothing; it is never too hot to read; it frequently is too hot to work.

A man who goes off to spend a day, and forgets to buy something to read, on the steamer, or on the cars, is sure to hunt through the inside pockets of his vest for some readable scrap, or will quietly steal the laid aside papers of his fellow-passengers.

One must here meet an argument, which cannot be overcome because nature is with it, and yet it does not affect the general strength of this article: a great many people do not buy heavily during the hot months, because they are away, or the weather makes the effort disagreeable. This is admitted, and it is farther admitted that less goods are sold during the summer than are sold during any other season, but that no goods are sold during the summer, or that trade shrinks in the proportion popularly supposed is not true, and never will be true.

One reason why so few goods are sold during the summer is that dealers make comparatively little effort to sell goods. If people purchased what they wanted, and knew what they wanted, there would be no drummers, and no advertising. Goods would simply be put on the shelves, and a card of description and price be placed upon them. Customers would come into the store; look around to find what they wanted; carry the goods to the girl, to have it bundled; and pay the check at the cashier's desk. Trade would be like the bill of fare in a restaurant.

The man who wants an overcoat or a pair of shoes is likely to put off buying until someone or something suggests the purchase to him.

There can be no dull season in a live store, the store where the heat is taken into consideration, where seasonable goods are placed upon sale, and heavily advertised.

The secret of profitable advertising in the dull seasons is simply to arrange it so as to appeal directly to the requirements of the season, and to the coming seasons.

It has been proven that the sale of everything, except absolute necessities, is made two or three months before the definite order is given.

The majority of men do not even buy a tennis coat until they have thought of the matter for several weeks.

The average woman considers a baby carriage a month before she buys one.

It is the little suggestion which turns the possible customer in the direction of any particular store or article. This suggestion is generally the advertisement which forces into the mind a not yet recognized desire.

If the advertisement continues it is sure to strengthen, and to fan into life, the germ which it planted the first time it was seen.

Experience well demonstrates that it is better to advertise goods before season, than after season, or even during season.

As early as July the people are beginning to make up their minds what they will do, and what they will have, during the fall and winter. At this time everybody is considering the heating of their houses. The past winter is not so far backward, and the coming winter is not so far forward, for the people to forget winter.

The shrewdest of national advertisers have advertised extensively during the summer months. Very likely cooking stoves will not be sold during July, nor will a man necessarily buy a furnace during August, but if he is thinking of buying a stove or a furnace, he and his wife will begin to consider the matter, and to gradually make up their minds in that direction, long before the definite sale is made.

Vacation time is the season of "eat, sleep, and read," the time when the business man removes himself from the cares of routine office work, reads, turns his attention to home and home comforts, and makes up his mind that he wants this or that, long before he buys it, because he then has the time in which to consider it.

The assertion can be safely made that fully one half of the goods purchased, between the first of September and the first of December, have been bought, in the mind of the purchaser, during July and August, even though the purchaser himself may not have realized that he had involuntarily made the decision.

There are heavy sales made during the summer. Stockings wear out, and new ones have to be purchased. The man who said he wouldn't have a linen coat in the spring, finds he had better have one in the summer, and buys it. Summer underwear is sold during the hot weather, even though most people are supposed to buy it ahead of time, for summer underwear wears out, and more of it is necessary.

Many people buy clothes in the summer because they forget to buy them during the spring, or keep putting it off. The sale of everything in general is large, not so large as it is during other seasons of the year, but large enough to make it silly business sense for a man to drop the work of business, and to stop advertising, during the recreative season of the year.

A far-seeing business advertiser will use the summer months to so gradually educate his possible customers, that they may be his customers when the cooler season sets in. Specially important it is to advertise everything of a permanent character, like stoves, lumber, heating apparatus, gas fixtures, lamps, and other things which do not easily wear out, during the months when people have time to think what they want, and to prepare for winter. The best advertisers are realizing this, and are keeping their advertisements in the papers, not only during the selling seasons, but between seasons, when the strength of advertising is latent, yet there, although not easily seen by the foolish man who casts his dollars upon the financial waters, to have them come back to him with the next flooding of the tide.

Magazine Advertising

"A book's a book, though there's nothing in it"

A MAGAZINE, technically speaking, is a pamphlet, periodically published, not less frequently than twice a year, although there is no direct authority for barring a yearly pamphlet from magazine classification.

The term pamphlet is somewhat misleading.

In a restricted technical sense, a pamphlet is a printed work of any kind, of eight or more pages, with leaves stitched, sewed, pasted, or otherwise fastened together, that the leaves may be turned as in a book.

A pamphlet need not necessarily have a cover or wrapper, although the majority of pamphlets possess covers, generally printed upon some tinted or colored paper, the paper stock being heavier, or of a different quality, than that used for the inside pages.

Commercially, however, not many printing houses would consider a few pages, stitched, sewed, pasted, or otherwise fastened together, and without a cover, as a pamphlet.

No printers' or publishers' association has as yet officially designated of what a pamphlet shall consist.

The interpretation of the definition of pamphlet is left largely to individual judgment.

If one insists upon following the dictionary's definite definition of a pamphlet, and if he assumes that all publications of pamphlet form are magazines, then he must place a large proportion of the literary papers now upon the market under the general classification of magazine, for many of them contain eight, twelve, sixteen, and twenty-four pages, and are stitched, sewed, pasted, or otherwise fastened together, with covers of thicker paper, generally colored, and embellished with some ornamental

design. Commercially, such publications, if published weekly, are not considered magazines, but are placed under the general class of papers, are advertised as such, the name magazine never being applied to them by their publishers, editors, or readers.

Defined by the dictionary of public custom, a publication termed a magazine must be stitched, sewed, pasted, or otherwise fastened together, be bound with a cover, and issued not less frequently than once a month.

Weekly publications, even if bound with paper covers, are not generally considered magazines, unless they closely resemble, in every mechanical and literary condition, the standard monthlies.

On the other hand, high grade publications, even if not in the usual magazine form, but published monthly, are generally considered under the general magazine classification.

In 1731, *The Gentlemen's Magazine* began its publication in England. This is probably the earliest regular magazine published in the world. This magazine is in existence today, and has been continuously published since its birth, but its present appearance is in every way removed from the general style and scope of its pioneer years.

Magazines have been in existence about as long as have newspapers, with the exception of a few earlier papers, which were of little account except as forerunners in the establishment of genuine journalism.

The impetus of increased advertising was first felt by the local newspapers.

The more local the publication, the more advertising it began to receive.

When progressive business proved that advertising space was merchandise, and that advertising was a part and parcel of trade permanency, newspaper advertising received its first business recognition.

Large manufacturing concerns, and wholesale houses, with success on every hand, with a business solid and permanent, were brought face to face with the business problem, that advertising will make even permanent business stronger and larger.

The experiment was then tried of advertising the retail stores, that the product of the wholesale houses might be the more easily sold.

The success of this plan demonstrated that the wholesaler and manufacturer must resort to national advertising to stimulate increased trade.

It was all well enough for the wholesaler to advertise in the local papers,

although advertising in these papers should be largely confined to the retailer. Such advertising brought returns, but the expense was so great, if all of the fields were properly covered, that the national advertiser naturally looked in some direction where he could obtain the same results, with less expenditure of money.

At this time magazine advertising was recognized. Until then the majority of magazines contained hardly a dozen advertising pages.

Twenty years ago, when national advertising gained its first important position, that is, when national advertising was sufficiently recognized for every national advertiser to consider the advisability of becoming an extensive advertiser, magazine advertising began to grow, and it has grown more rapidly than any other class of advertising, with the exception of local advertising in the Sunday and great daily papers.

Magazines, with hardly an exception, are national institutions, covering generally the entire United States in their circulation, with the few exceptions of magazines which are semi-national, covering distinct and large districts of the national domain, at a more or less sacrifice of general circulation.

Today, there is hardly a national advertiser of any consequence not represented in all, or nearly all, of the leading magazines.

So rapid has been the growth of magazine advertising, and so many are the number of advertising pages in the back of the magazines, that some conservative advertisers have suggested the doubt that there be much real business bringing value in advertisements crowded into the back of magazines, where one must turn from twenty-five to fifty pages, either way, to meet them.

These advertisers have recognized the value of magazine advertising, and still believe in magazine advertising, if it be confined to cover or other preferred position.

This argument, apparently, is based upon good judgment, but it is obliged to meet the law of general opinion and general averages, a safer and better law to follow than the law of specific judgment.

Doubting business men cannot climb over the solid business wall of profitable advertising, which has been erected by the national magazines, a wall built of dozens of pages of shrewd and progressive advertisers, pages which were there ten years ago, and are there today.

When nearly one hundred per cent. of the great advertisers of America are habitual and careful advertisers in the magazines, and when less than five per cent. of them can have preferred positions, if they want them, it is senseless for any advertiser to attempt to believe against magazine advertising. An overwhelming majority, by continuous experience, has proven magazine advertising space to be of the greatest trade producing value.

The author of this book, with the deepest respect for the literary quality of magaziners, who are the shining lights of American and foreign literature, thinks that he can venture the assertion, that, in the majority of magazines, leading magazines not excepted, there is as much real ability displayed in the composition of the advertising pages as there is given to the preparation of the matter which deserves literary recognition, or without meriting it, is paraded under the name of popular literature.

Nowadays almost any one of good education, and with a thorough mental training, with a reasonable amount of originality, and some knowledge of human nature, can produce acceptable literature, or that which is supposed to be acceptable, but the man who can frame, in limited advertising space, advertising which will be read, successfully competing against the argument that people do not read advertisements, must have a keener knowledge of human nature, and understand the proper handling of Herculean English, to an extent which never need be reached by the average producer of literature.

The advertising pages in the leading magazines, today, are models of business art. They may not work along the lines of literature, they may not be poetical or æsthetic, but they are plain, common sense statements, of more or less business fact, so arranged typographically and otherwise, as to force unto themselves readers and to come out the winners in the race for business.

In some magazines are from one to two hundred pages of advertising, each page with from one to six different authors, placed in positions certainly not as good as the body of the magazine, and yet the quality of these pages, for the last fifteen years, has been sufficient to literally force the readers of the magazine to study them.

It is simply a fight of quality against quantity, and quality always wins.

The majority of first class articles of necessity and luxury are advertised in magazines.

Magazine advertisements are, in the most part, of reliable, thoroughly businesslike houses, concerns which have never presented faulty goods, and are known throughout the country as strong in their business, and able to produce exactly what they claim.

Magazine advertising pages become a sort of human want directory, embellished with eye-pleasing features.

Magazine advertisements tell the woman and the man where to obtain desirable articles of every kind, and they go further, they suggest to them, argue with them, and in the majority of cases, really give as much benefit to the receiver, as the receiver gives to the seller in buying of him.

In modern days, when new methods of heating and ventilation, and of plumbing, and of home brightening, and of hygienic dress, and of healthful foods, and of many other things which make people stronger, better, and happier, are introduced, the advertising pages in the leading magazines have a right to claim recognition in the field of philanthropy.

Magazine advertisers present to the readers of magazines about everything in the line of necessity, comfort, and luxury. Here are pages of fact, and pages of suggestion ; read simply because they are worth reading.

The advertisements of similar articles pit themselves against each other.

The majority of people, whether they be women of style, or women of family, men of leisure, or men of business, conservative people, or otherwise, run through the advertising pages of magazines as carefully as they go through the other pages, and frequently read the advertising pages more intently than they read the body of the magazines. With the present tendency of over baked literature, with the magazines crowded with matter little appreciated, and slightly read, because it is supposed to be the proper thing, the advertising pages come in as a happy compromise between that which the people think they are interested in, and that which they are vitally interested in.

Long continued stories, dry articles on buried art, descriptive papers about some almost unknown queen who never did anything to merit the mention of her name in a musty encyclopædia, are today assisting in filling the magazines, and the reader, with a spasm of relief, turns to the back pages where he can read something grown of modern sense.

So long as magazines keep up their apparent high grade, and so long as they are illustrated in the highest style of the engraver's art, they will sell, and their circulation will constantly increase, even if people do not find within their reading pages a single article which they really enjoy.

Magazines, no matter what they contain, are admitted as part of life's necessity, and so long as circulations exist, they must have circulations unequalled in quality, and seldom equalled in quantity.

The idea of placing comical pictures, and other interesting matter, between the advertising pages, somewhat assists in making them valuable; but the statement can be made and proven in any district, that the advertising pages in any magazine are read, whether they are interspersed with comical illustrations, or bunched together in the back of the magazine, embellished only by themselves.

Business men are not fools in any community, and are certainly not fools in majority, and when the magazine publisher can truthfully point to the back pages of his magazine and say, "here are advertisements of the greatest advertisers of the country; I have had them in this magazine for ten consecutive years, and they are constantly increasing their space, running in the magazine during dull season, and during season," the agnostic advertiser had better not ventilate his personal opinions against magazine advertising.

Many national advertisers, in order to test direct returns from advertising, frequently avail themselves of one of the much tried and generally useless methods of inquiry testing. They use a number of different street numbers, a particular street number for the advertisement in a particular publication, and carefully await the returns which arrive under that number.

Other advertisers scrutinize the letters with the greatest care, and credit every publication, when the writer of a letter mentions the publication he saw the advertisement in.

These methods of testing, in certain instances, are justifiable, and have been known to give the advertiser a more practical idea of the value of some mediums.

In an advertisement announcing a chromo, or any other cheap article, sent for a cheap price, usually upon receipt of stamps, it is sometimes good business policy to test the pulling power of mediums in this direc-

tion, but for the advertising of standard articles in high, or medium grade, publications, there is not, and never can be, a practical method of testing, which will unquestionably prove the value of the medium.

The only method of testing in recognized publications of every class, and of far reaching constituency, is the individual judgment of the advertiser, coupled with the opinions of other equally progressive and conservative advertisers.

If a high grade magazine, or any other publication, has been in existence for a definite time, is found on every news-stand in the United States, is talked about, quoted from, and, so far as the advertiser can judge, is read everywhere, then that publication must be a good advertising medium for the majority of everything, no matter whether or not it stands the narrow test of definite inquiries.

The majority of people who buy anything, outside of the simplest necessities and novelties, will not state where they saw the advertisement. That matter is of no consequence to them, and they do not recognize the advertiser's right to so inquire.

The better class of advertising seldom brings direct returns.

The man who expects his magazine advertising to make direct sales, which he can trace positively to any particular magazine, had better not be a magazine advertiser; he will be disappointed. He may as well attempt to hold responsible for sales, the quality of glass in his show windows, or the polish on his wareroom floor. All these things count in the consummation of sale, they are essential, but no true merchant gives the credit for his whole business to one particular thing. It is the harmony of the everything which brings him business, and advertising is part of that whole, particularly magazine advertising, which certainly is as high grade advertising as any advertising can be.

The leading magazines, and there are comparatively few of them, that is, the publications of the highest literary and illustrative quality, discriminate with the nicest care, the character of every advertisement they receive. They carefully look up the responsibility of the advertiser, not only so far as paying his advertising bills is concerned, but his reputation for being able to do as he says he will do in his advertisement. While they do not guarantee advertised statements, they are substantially sponsors for their advertisers.

The value of advertising, magazine advertising, or of any other class, is always influenced by the quality of the accompanying advertising. The advertisement of the highest grade carriage may be worth little if it be placed alongside of advertisements of questionable character.

There are many magazines, of a cheap grade, which are virtually advertising schemes, and are published simply for the profit there is in advertising.

A magazine which cannot hold its own, outside of advertising patronage, never can be a good advertising medium. Advertising simply gives a magazine extra profit, which no publisher of sense refuses to receive.

The quantity of magazine advertising value is often in the quality of its advertisements.

Magazine advertising is naturally cumulative, that is, a fair proportion of the readers read two or three, or all, of the leading magazines, and a number of the magazines of medium grade, therefore they are liable to see the same advertisement several times. This adds strength to advertising, for the reason that there is no publication on the earth in which it can pay the advertiser to advertise exclusively. A certain amount of cumulative advertising is positively necessary. It can be carried too far, but it better be carried too far than not far enough.

The tendency of the times in magazine advertising is toward full pages.

Many advertisers use two or more full pages in every issue of the magazines. Other advertisers, of national reputation and business success, are never known to use less than one quarter of a page in the magazines.

Less magazine space than one quarter of a page does not give the advertiser a chance to tell an intelligent story, nor to use type large enough to be read without difficulty.

Magazine advertising is not cheap advertising. It rises to the dignity of typographical display, and artistic illustration.

The majority of magazine advertisers, who use a quarter page, can better afford to use a half page. The half page advertisers are one by one dropping into full pages.

Many of the progressive advertisers, who have distinct seasons of selling, compromise the page plan by using half and quarter pages during extremely dull season, returning to full pages preceding and during selling season.

This principle is commendable, for half or quarter pages during dull season will certainly connect the two seasons of advertising, and keep the reader from forgetting that the advertiser did business last year.

In magazine advertising brevity is essential, and neat typographical display of the greatest importance.

The advertiser must see to it that the quality of his advertising in the leading magazines reaches to the quality of the magazine itself.

He must not be too artistic, too æsthetic, to shoot over the heads of his readers.

No matter how high toned the magazine may be, the majority of its readers are not high toned people.

The popular idea that the high grade magazine goes only to the highest grade of people, if true, would be the death-blow to the magazines.

The intelligent people of the upper class will read all these high grade magazines, but if the magazine depended upon them, and only upon them for circulation, it would not have enough circulation to pay its paper bill.

The great middle class, whether they be aristocratic or otherwise, are the readers of magazines, for they are the people who make everything in business possible.

The advertiser must not sink below the level of this middle class. He had better be a little above it than below it, but if above it, beware of being mystifying, and over literary, framing the advertisement with nonsensical sentences which read well, but mean nothing.

Plain English and simple sentences are far more artistic, in the standard of true art, than chains of words of elaborate construction.

The advertising pages of magazines are not the arena for the display of rhetoric and classical education. They are simply for the presentation of fact, so thoroughly mixed with simplicity, that the whole appearance is as simple as the alphabet, and as delightful to read as a modern Robinson Crusoe.

Illustrations in magazine advertising are to be recommended, for the reason that illustrations are to be recommended generally, and because magazines are so well printed that the illustrations will show to advantage.

There are classes of business which cannot illustrate their products.

It is simply absurd to attempt to show the heating qualities of a steam boiler by an illustration cut down to fit the size of a magazine quarter-

page. The illustration may be all right in a catalogue, where an explanation can follow it; and in a technical catalogue, where it will be understood by professional men; but a magazine illustration of a steam boiler gives little or no idea of what the boiler will do.

There is nothing attractive about a picture of a steam boiler; no life in the picture.

Any steam boiler, to the average owner of a house, looks about the same as all other steam boilers, and a picture of it doesn't show the advantages of it over any other.

Better use magazine space for argument, or set the advertisement in larger type, than to fill it with unprofitable illustrations.

Where the illustration will give a plain idea of the quality and effectiveness of the article advertised, then it should be used, and especially in magazine advertising.

The majority of magazine advertisements should be surrounded with some neat, striking border.

Borders are to be recommended always, and artistic borders, and borders of distinct character, can be used in magazine advertising, when they cannot appear to advantage in newspaper advertising, for the newspaper is not sufficiently well printed to show them to advantage.

It is suggested that the magazine advertiser have most of his advertisements set in some first class printing house, sending to the magazine electrotypes. This will give a different style to the advertising, which cannot be obtained from the magazine composing room, even if the magazine composing room be almost inexhaustive in its capacity.

The advertiser is looking for newness, and if his advertisement be of the highest character, and is set in the standard type of the magazine, it is liable to look like a dozen or fifty other advertisements, set wholly or partly, in the same type.

The plan of having advertisements set in first class printing houses applies to all other advertising, as well as to magazine advertising, but the magazine can, more than the majority of weekly or daily papers, bring out fine typographical appearance, on account of the quality of its paper and its press work.

There are in the United States many magazines of a second or third rate, known as household magazines, ladies' magazines, some of them illus-

trated in the highest style of the art, and others not illustrated, or illustrated so poorly as to suggest the advisability of no illustration at all. These magazines, if they have large circulation, even though they may be of a second or third grade in the quality of their contents, must be good advertising mediums for general household necessities, and many luxuries.

The magazine which is positively vulgar, filled with advertisements of unreliable goods, ought not to be, and generally isn't, a good advertising medium, even though its circulation may be numbered in the hundreds of thousands, but because a magazine is printed upon rather poor paper, and sold for a low subscription price, there may exist no good argument against its quality as an advertising medium, if it have general circulation, and is of a character interesting to women in general.

If a magazine has a definite field, appealing to something of direct interest to the household and to the woman, like floriculture, cooking, home decoration, education, or to the general duties of the housewife, then that magazine, though it may not be well printed and particularly well edited, has, by covering its distinct field, the right to claim that its advertising space is of value, even if its subscription price is far below that asked for the leading magazines.

National advertising can be done without the use of magazines, and business built and held, but no first class business man will refuse to use magazine advertising space in his business, if his business be of a national character, for the magazines present to him, for the money, as good, if not the best, opportunity of reaching the national pocket-book.

Magazine advertising, more than any other class of advertising, must be continuous.

Magazines are not birds of passage.

While the bulk of magazine advertising value does not spread over a period longer than thirty days, the life of magazine advertising never dies.

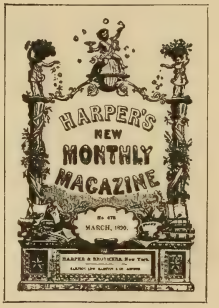
Magazines are loaned more than any other class of reading matter, and frequently the older copies are passed around the town circle, for the very good reason that the lender has read them, and can better afford to lose them.

Magazine advertising space approaches nearer to the line of permanent value than can any other method of advertising, but no national advertiser of sense depends wholly upon magazine advertising. He uses all of the good magazines, and he extends his advertising by using every other method known to him to be profitable.

In the combination of all good methods of advertising is profitable business.

"The Giant of the Monthlies."

1850



1892

Harper's Magazine

is the best medium for advertisers.

Why?

Because after trying it they say so.

JOHN WANAMAKER,

Postmaster-General of the United States,

Is usually considered, and rightly so, one of the brightest business men in America, and when he writes to the Editor of ARTHUR'S NEW HOME MAGAZINE as follows:

OFFICE OF THE POSTMASTER-GENERAL,
WASHINGTON, D. C., Feb. 17, 1892.

MY DEAR MR. REED:

As your Magazine gets thicker, it gets brighter. Like the big wood fire on the hearth in my library when I pile more logs on. I knew Mr. Arthur very well from way back, but I doubt if he would know his old monthly since you've put out the dead wood, and put in so many more pages and departments, and taken on so many young and sparkling writers.

If you keep on giving such good pictures you'll have 200,000 subscribers. I fear advertisers will crowd you (for some things can be well advertised in magazines), but don't drop any of the reading pages, and don't let a dry or dull line creep in.

Don't raise the price either, if you can help it, even if it is half the price of other no-better magazines. I congratulate you on doing what no one else has done in putting out two copies at the price that others charge for one. The old homestead and the young daughters' new home can each have your Magazine without paying more than others charge for single copies of their publications.

Your old friend,
JOHN WANAMAKER,

It should indicate to the average American citizen that under the new management it is at least awake, and when we know that they have more than TREBLED their circulation within the year, and that, among the very best people of the land, we may admit, without further argument, it has been the journalistic success of the year.

The Home Magazine

HAS A SWORN CIRCULATION OF OVER

340,000 COPIES

EACH ISSUE.

Conducted by Mrs. John A. Logan.

A Magazine for the Homes of America.

Never a doubtful line is admitted to its columns, whether in the reading matter or in the advertisements.

It is Clean, Wholesome, and Pure.

If you have anything to sell, it will pay you to write for our advertising rates. **We can bring you business.**

THE BRODIX PUBLISHING CO.,

WASHINGTON AND NEW YORK.

Keep Your Eye on

GODEY'S

(For 62 years GODEY'S LADY'S BOOK)

In Point of Priority and Excellence

America's "First" Magazine,

ESTABLISHED 1830. REHABILITATED 1892.

Capital, Coupled with Cleverness must
Cause Cumulative Conquest and
Create Corresponding Coin.

Advertising Department of *GODEY'S*
is at 21 Park Row, New York.

RATES LOW. ADVERTISERS TREATED WITH ABSOLUTE EQUALITY.

OUR RECORD.

Continuously published for 62 years, brightening homes, bestowing happiness. Apt illustration of the law, "SURVIVAL OF THE FITTEST."

New Owners are pledged to spend **$1,000,000,** if necessary, to maintain **GODEY'S** recognized position and to make it THE distinctively high class Magazine of America.

Experience has taught us how to please a host of intelligent readers. We purpose to surpass all records.

Notability of talent in every line of literature assured. Once admitted to **GODEY'S** columns, it is conclusive evidence of the excellence of an author's work.

NEW Form. Features. Friends. Attractions. Ideas.

EVERYTHING NEW

Except the legion of old subscribers—THEY ALL RE-NEW.

Everybody Reads It! Every Advertiser Must Use It!

GODEY PUBLISHING CO., 21 Park Row, New York.

Business Bringer

The reason it pays to advertise in Munsey's Magazine is because Munsey's Magazine is the readable magazine of America.

Frank A. Munsey & Company, 155 East 23d St., New York.



THE HOUSEWIFE

Fiction, Fashion,
Flowers, Fancy Work,
Home Decoration,
Art Needlework, Stamping,
Painting, Designing,
Cooking, Housekeeping.
In short,
everything pertaining to

WOMAN'S WORK AND WOMAN'S PLEASURE.

Paid Subscription List = = = above 100,000

News-stand Sales each month = = about 30,000

Forms close regularly on the 25th of the SECOND month next preceding date of issue.

PRESENT ADVERTISING RATES.

Ordinary display advertisements 80 cents per Agate line.

DISCOUNTS:

3 months, or 100 lines . . .	5 per cent.
6 months, or 250 lines . . .	10 per cent.
12 months, or 500 lines . . .	20 per cent.

Reading notices not desired; but if insisted upon will be accepted at **$1.50** per agate line for entire space occupied, subject to above time and space discounts.

N. B.— Special or preferred positions are invariably 25 per cent. in advance of above prices.

Bills payable monthly. *Cash with order from advertisers unknown to us.*

HOUSEWIFE PUBLISHING CO.,

81 Warren Street, New York City.

NEW YORK, September, 1892.

THE HOME MAKER.

36 Union Square,
New York.

700,000 Copies each Issue

The Ladies' Home Journal

has a larger paid circulation than any other periodical in the world. The CHARACTER of its circulation is apparent from the high grade of its literature and the eminence of its writers, including such well-known names as:

William Dean Howells	Mrs. Burton Harrison
The Countess of Aberdeen	John R. Paxton, D. D.
Chauncey M. Depew	Edna Lyall
Rev. Morgan Dix, D. D.	Mrs. Van Rensselaer Cruger
Max O'Rell	Mrs. Henry Ward Beecher
Thomas Hardy	Mrs. Admiral Dahlgren
Cardinal Gibbons	Sir Edwin Arnold
T. De Witt Talmage, D. D.	George W. Childs
Charles Gounod	Sir Arthur Sullivan
Christine Nilsson	Mamie Dickens
Margaret Deland	James Anthony Froude
Mrs. Lyman Abbott	Frances Hodgson Burnett

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

Over

1,500,000 Buying People Appreciate It

The Mayflower is a monthly magazine published at Floral Park, N. Y. — It tells folks about floriculture, home brightening, amateur gardening — Never less than 300,000, and frequently more than half a million, copies are sent out each month — It is read by those who buy it, and is loaned to those who don't buy it — 1,500,000 interested regular readers go through the Mayflower once a month — The Mayflower is appreciated because it preaches the womanly doctrine of indoor and outdoor beautifying — It is an unmatched publication, because there is none other like it — It is a publication of value, because it contains only things which every woman is interested in — The Mayflower is a natural advertising medium for everything which woman wears and uses, and for manly goods too, for it reaches the family of everywhere — The Mayflower proves its claims.

Joseph J. DeLong,
Manager Advertising Department,
89 Tribune Building, New York.

"It has become one of the most helpful, bright, stimulating magazines of the day."—*Boston Daily Traveler*.

The Wives and Mothers OF AMERICA.

The Chautauqua Home Reading Movement

Was organized fourteen years ago. Its aim was to encourage good literature in the **HOME**, and promote systematic and daily habits of **HOME** reading. It was a unique movement. It met with popular favor, and at once received enthusiastic support from wives and mothers in all parts of the country, for it was a movement in sympathy with their highest aspirations — culture, beauty, and refinement at home.

A Quarter of a Million Members

Have been enrolled in this CHAUTAUQUA HOME READING MOVEMENT since its organization in 1878. It has been under the direction of some of the brightest and most cultured minds in this country, who have carefully outlined, each year, an excellent course of **HOME READINGS**, comprising certain selected and recommended books by best authors, and the CHAUTAUQUAN MAGAZINE containing additional readings on a great variety of interesting subjects, accompanied with notes, suggestions, and advice.

The Chautauquan Magazine

Is the official organ of this CHAUTAUQUA HOME READING MOVEMENT, and contains half of the required HOME READINGS. It is to-day one of the most popular magazines published in America, and the *only magazine of its kind in the world.* A *unique* magazine representing a *unique* movement: **A HOME** magazine in the very best sense, reaching a **special class for a special purpose,**— refined and intelligent people who love it, and read it from cover to cover. Hence it can be said, without seeming to be boastful, that it offers to advertisers one of the most desirable constituencies of any magazine in America.

Western Office, 1415 Ashland Block, Chicago. | **Published at Meadville, Pa.** | **Eastern Office, Bible House, New York.**

"A remarkably good magazine. The only magazine of its kind in the world, and has a circulation which all but two of our popular magazines covet." —*N. Y. Herald, July*, 1890.

IN THE FIELD OF BUYERS.

The folks who cycle, sail boats, ride horseback, love tennis, row, play ball, fish, shoot, believe in outdoor life, have money and spend it—They read Outing, the magazine of healthful activity.

The Outing Co., 239 Fifth Ave., New York.

ALL
STUTE
DVERTISERS
PPRECIATE
DVANTAGES
CCRUING FROM
DVERTISING IN

PATRONIZE THE
ERIODICAL,
RE-EMINENTLY THE
EOPLE'S, TO SECURE
OPULARITY,
UBLICITY,
ATRONAGE AND
ROFIT.

The Delineator,

Published by the
Butterick Publishing Co.,
11 West 13th Street, New York.

Largest Paid Circulation of any Fashion Magazine in the World.

500,000 and upwards paid in advance subscription circulation guaranteed.

Almost half million heads of households, who do all the family buying, pay cash by the year to secure THE DELINEATOR in their homes! How many actual readers does this mean? Our old advertisers say: "Money spent in DELINEATOR pays better than same amount expended in any other medium." Rate less than ⅓ cent a line, per 1,000. No subscriptions received for less than one year. A test order will result in handsome profit and make of you a permanent patron.

"*Matchless Money-Making Medium.*" *(Copyrighted.)*

P. M. RICHARDS,
Advertising,
21 Park Row,
New York.

THE NEW ENGLAND MAGAZINE

Is popular among New Englanders and they are everywhere.

The last census shows there are more New Englanders in Iowa than in Massachusetts. The Great West is full of New Englanders. You will find them everywhere, and with them you will find

The New England Magazine.

It is local only in name. Its field is unbounded. It is read every month by more than 200,000 discriminating people. Its circulation has more than doubled within the last year and is now gaining faster than at any previous time. Edward Everett Hale, in 1889, when he became its editor, made it one of the best literary, illustrated magazines. Under its present editor, Edwin D. Mead, it has attained to even a finer degree of excellence.

Any advertising agent will tell you that for general advertising it is one of the very best publications in the country. Give it a trial. Send for rates and sample copy.

NEW ENGLAND MAGAZINE,

86 Federal Street, Boston, Mass.

THE

NORTH AMERICAN REVIEW

has a wide circulation in every State in the Union among those whom it is most desirable for advertisers to reach. It goes every month to the homes of the best reading people in the country, those who wish to know what the most eminent writers and thinkers of the age have to say upon the great topics and practical interests of the day. It is not intended for any special class, but, as its pages are open to the advocates of all sides of important public questions, it is read by men of all shades of opinion — in politics, religion, etc. — numbering its readers by thousands, among statesmen, lawyers, the clergy, medical men, bankers, merchants, and the financial class generally ; in short, among all who have money to spend and are ready to spend it in the purchase of whatever ministers to the comfort and convenience of life.

The Review is also a favorite periodical among the most intelligent women in the country, every number containing articles especially appropriate for that class of subscribers.

No American periodical offers a better opportunity for effective and profitable advertising. Address,

THE NORTH AMERICAN REVIEW,
3 EAST 14TH STREET, NEW YORK.

IT IS IMPORTANT TO REMEMBER

that owing to the success of the Review in dealing promptly and authoritatively every month with the subjects of greatest public interest, the demand for its monthly issues is frequently so great that numerous editions have to be printed after the original edition has been exhausted. Of several numbers published within the last eighteen months, more than *ten extra editions* have been called for; and the sale of one number was so great that *thirty-eight extra editions were sold within four weeks.*

The Housekeeper

Is a Home Journal of high grade and authority read by **women;** nearly all of family.

Its columns are used, year after year, with satisfactory results, by the best classes of advertisers.

Objectional medical advertisements and all those of a "guessing" nature, are not accepted.

The Housekeeper is the only Family Periodical of over 100,000 circulation published in the West.

Minneapolis, Minn.

For Profit, Use the

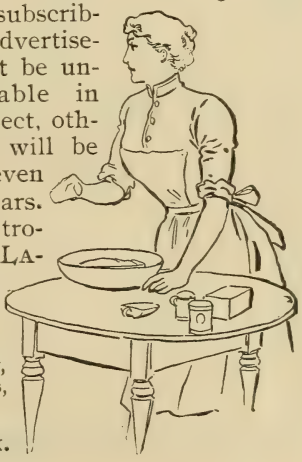
LADIES' WORLD

IT is strictly a Household Medium devoted to the interests of Home, from parlor to kitchen, is read with interest and consulted for information many times each month by over **300,000 Prosperous Families.** An imperative rule of the publishers to admit no deceptive or unclean advertising to the columns of THE LADIES' WORLD causes it to be pointed to as a publication whose advertisers may be relied upon.



Do you desire the Patronage of Ladies?

THE LADIES' WORLD stands fourth in America in point of paid-in-advance circulation, and can introduce you to at least a million of well-to-do ladies who will have confidence in your announcement from seeing it in this publication. But to secure the *entree* into the 300,000 homes of our subscribers, your advertisement must be unobjectionable in every respect, otherwise it will be rejected even though the contract covers many hundred dollars. This is our method of doing business, and by introducing honest advertisers to good buyers, THE LADIES' WORLD has built up a reputation for being one of the best mediums through which to reach American households.



If placing your business through any advertising agency, ask your agent for estimate, or write direct to the publishers,

S. H. MOORE & CO.,

27 Park Place, New York.

Why Business Men Buy such an Expensive Book as The Century Dictionary.



They buy it because they have found out that it is really, as one of them called it, "the greatest question-answerer of the age."

It goes into particulars about *things* in a way that never was done before in a dictionary,—in fact it is a great deal more than a dictionary; it is an encyclopedia, with the information so given that you can lay your hand on it in a moment.

You get the legal meaning of business phrases. A man agrees to do a certain thing in "about" ten days. Is it legally done if he takes fifteen? See the word "about."

Here are explained such matters as "crossed-checks" (much used in England), "good delivery," "broker's note," a "carload" (how much if salt, how much if flour, etc.), a "barrel" (different in different States), and money and coins of all countries. There is an immense amount of information under such words as "bankruptcy," "case," "corporation," "possession," etc.

The man whose time is money, and the success or failure of whose ventures often depends on the proper interpretation of a single word or phrase of a letter or contract, finds himself paid back a hundredfold with THE CENTURY in his office. **And the writer of advertisements will get more suggestions from its use than from any other book in the world.**

It is the highest authority in spelling, defining and the use of hyphens. Did you ever stop to think about the use of hyphens? Do you write *foretopmast*, or *fore-topmast*, or *foretop-mast*, or *fore-top-mast?* A dictionary that can be depended on for accuracy in the matter of hyphens is a novelty.

Let us send you the beautiful pamphlet we have made up about this Dictionary,—ninety illustrations, and an extremely interesting book in itself. We usually ask people to send us five two-cent stamps for it, but it is free to you who mention this book. A postal card will bring it. Address THE CENTURY CO., 33 *East 17th Street, New York, N. Y.*

Great National Weeklies

"The world is theirs"

GREAT National Weeklies comprise those publications of enormous circulation, and of positive national character, having no particular field, and circulating in no one district, to the exclusion of others.

The majority of great weekly papers are published in New York, Boston, Philadelphia, and Chicago, New York publishing more of these papers than all of the other cities, and the entire country combined, yet none of these publications can claim local circulation, for the great national weekly ignores any field smaller than the whole country.

Events occurring in California have nearly as much interest to the readers of the great national weekly as those which happen within a stone's throw of its office of publication.

Religious and agricultural papers might be considered under this general classification, if they were not of sufficient importance to be discussed in chapters by themselves.

The majority of children's publications outside of purely children's magazines, and illustrated papers of nearly every class, and the great story papers of every grade, comprise the composition of great national weeklies.

With perhaps not more than one exception, the publication having the largest and most extended circulation of any printed in America, is, in every sense, a great national weekly, although bearing a youthful title.

There are, today, few publications devoted exclusively to children, and there are certainly no publications of extended circulation which limit their organship entirely to children of the younger class.

The children's publication is a family publication, although perhaps more than one half of it is devoted to the younger members of the family.

The mother is as much interested in that which pleases the child as is the child itself, and it is surprising how many older people really enjoy reading the stories for boys and girls.

The illustrated papers, although there are but few of them, occupy a field by themselves, yet they must be considered under this classification, for they are thoroughly national newspapers in one sense, yet literary papers in another, covering the entire field of business and literature, naturally catering to the upper set of the middle class, for their appearance and the quality of their work would not appeal to the tastes of the lower orders of humanity.

There are in the country probably not exceeding one dozen great national weeklies. It would be unjust, in a book like this, to mention the names of these publications, for individual judgment bears heavily here, and the selections made by the writer might not, in their entirety, be consistent with the opinions of others, who have, perhaps, the better right to judge; but it is probable, that if a dozen of great advertisers of the country were requested to select twelve great national weeklies that the selections would not number, in the aggregate, more than fifteen or sixteen, that is, there would be three or four slight variations, wholly due to individual opinion and judgment.

There are, scattered throughout the country, an overwhelming number of little weekly papers, which certainly are not local, because they contain no local news, which are filled with clippings and alleged literature, and which attempt to claim national circulation. These little publications undoubtedly have national circulation, if they have any, but it is certainly doubtful if they have much other than free circulation.

Although many of these publications are issued monthly, they can not be considered magazines, for they resemble the magazine in no way whatever. Many of them are made up of plate matter, edited with a saw and chisel, not with a pen, sold at the nominal price of twenty-five or fifty cents a year, and having a circulation largely forced in a way which no respectable publication would advocate. These publications are seldom used by respectable advertisers. Their advertising columns are filled almost entirely with advertisements of patent nostrums of the lowest order, and advertisements of prize and gift enterprises, and of plated finger rings and other cheap jewelry. They furnish good advertising mediums for

illegitimate goods, for the simple reason that they are read by people patronizing these articles, and then the advertisers of these articles can not force their advertisements into any respectable journal, and must take these questionable publications, or nothing.

The great national weekly, whether it be an illustrated paper, or a journal devoted largely to the children, or one of popular literature catering wholly to the family, presents to the national advertiser a field of advertising which must be reckoned upon the same basis as magazine advertising, for the great national weekly is, so far as circulation and character are concerned, a magazine for general reading.

Since national advertising began, a vexed question has presented itself to the American advertiser, that is, whether, line for line, advertising space in a weekly of national character is worth as much as the same space in a monthly of the same character.

Many have argued that a monthly magazine is read during a period of not less than thirty days, and that a weekly publication, even of the same character, loses its interest with the reader in one fourth of the alleged readable period of a magazine.

On the other hand, the enthusiast on weekly paper advertising claims that space in a weekly paper is worth as much, or more, than magazine space, for the reason that the weekly paper is fresh, and that the advertiser is enabled to make sharper and fresher announcements than he can in a publication issued monthly, and it is further claimed, from this side, that the reading time of a magazine is not much in excess of that of the first class weekly paper, based upon the hypothesis that the magazine is read immediately upon its receipt, and that it is laid aside almost as quickly as the weekly paper.

The argument on both sides is good, and the question will probably never be definitely settled, nor is there any reason why it should be, for magazine advertising has proven its value, and advertising space in the great weekly papers of the country, has, by as many good advertisers, been proven to be sufficiently valuable to be used continuously, and to the full extent of business possibility.

Whether weekly paper advertising may or may not be superior to magazine advertising, matters not, so long as both classes of advertising are indispensable for the spreading of national business.

The majority of weekly papers are taken by subscription, that is, they are not sold at the news-stands to the extent magazines are sold. One reason for this is that the regular reader of a magazine can receive the magazine earlier from the news-stand than he can by mail, and that the mail is liable to more or less injure a magazine, consequently many regular magazine readers buy their magazine each month, instead of subscribing for it, while their weekly paper they pay for in advance, and take it out of the mail each week.

So far as advertising quality is concerned, it makes no difference whether a publication be bought at the news-stand or by mail, provided it is purchased regularly.

The majority of great weekly papers have as solid circulation as it is possible for any publication to have. Their readers have taken the papers for years, and there are many papers in the country, today, which have been in many families through two and three generations.

The humorous weekly papers can be classed with illustrated weeklies.

While illustrated and humorous weeklies are read in clubs and reading-rooms, and are sold on the trains, a good proportion of their readers being men, they are, in every sense, family publications, not so much so as the household journal, but sufficiently so to give them the right to claim that they are read in the family.

Humor being art, and high grade illustrations demanding appreciative minds, these publications lift themselves into the higher stratum of the middle class, and are therefore read by well-to-do buyers.

They are particularly adapted to the advertising of luxuries of every grade, and they are also good advertising mediums for necessities, for the woman or man of luxury must be the woman or man of necessity — everybody buying necessities.

These high grade illustrated papers, therefore, reach buyers of every class, except the lowest, occupying a position which no other class of publication can occupy, for other publications are either a little above reaching down to them, or a little below reaching up to them.

Literary papers, or so called story papers, whether devoted to children, or to the family, are liable to have enormous circulations. There are several cases on record of these circulations doubling in the last six or seven years.

The circulation of any prominent national weekly is always solid, for illegitimate methods of forcing are never used.

Beware of that publication which offers, apparently, something for nothing, which presents an inducement for subscribing greater than the quality of the paper itself. While premiums have, and always will, build solid circulation, there is such a thing as forcing an unnatural circulation of simply transient character, to drop off as quickly as it came into life.

Nothing in this chapter, however, must be taken as opposed to the legitimate premium idea, which, when used as it is used by the great publications, builds circulation, without depreciating the value of the publication itself.

There is nothing, from horse-shoe nails to baby carriages, which cannot be advertised to advantage in the great national weekly. These publications are unhandicapped by theology, creed, sex, or color. They stand in the bold relief of their independence. They therefore offer advertising space for everything, because they are read by everybody.

An advertisement in a great national weekly should, if possible, be changed each issue. Advertising space in these publications is seldom overcrowded, and the typographical display is at the height of the business art. The attention given to the typographical appearance of advertisements, the fine paper, and good press-work, enable the advertiser to present a continued story of his advertising, each chapter fresh and independent in itself, with only a seven days recess between each chapter.

The great national weekly is, with the great magazine, the original starting link of the chain of advertising, followed closely by the religious paper, the agricultural paper, and the great national daily — the five great links in the chain of advertising, one, perhaps, a little more important than others, but all vital, because all must be used to produce the harmony of advertising, and the steady building of more business.

THE GRAPHIC

CHICAGO.

AN ILLUSTRATED WEEKLY NEWSPAPER

"The Leading Western Newspaper."

. . . THE . . . . . .

WHEREFORE OF A GREAT SUCCESS

THE "PHENOMENAL SUCCESS" with which THE GRAPHIC is credited and which it has so signally achieved, is not the result of accident, but of logical causes, chief among which are :

1. Its location in Chicago, the mercantile and literary centre of *thirty millions* of population.

2. Its distinction as the only ***illustrated weekly in the West,*** and the only western newspaper of national circulation.

3. The energy and liberality which has characterized its management.

4. Its avoidance of premium and other "give-away" methods of ephemeral sales, and the ceaseless energy with which it has pushed into State after State with an original system productive of unprecedented results ***in subscription circulation.***

5. The attractiveness and purity of its reading pages rendering it, in conjunction with its pictorial features, pre-eminently a ***journal for the home*** — for men and women, for old and young.

6. Its telling advocacy of Chicago as the proper site of the ***World's Columbian Exposition,*** and its elaborate illustration of the progress of the great event, which has extended its circulation to all quarters of the globe.

As the only illustrated weekly in the World's Fair city, it is destined, judging the future by the past, to have, without exception,

The LARGEST CIRCULATION during the Eventful Year of 1893 of ANY WEEKLY NEWSPAPER IN AMERICA.

Its MONTHLY WORLD'S FAIR SERIES, forming part of the regular series, is in universal demand in America, and largely also in foreign countries.

The ***quality*** of circulation is as important as ***extent,*** and in ***both*** THE GRAPHIC is pre-eminent in the West. . . . . .

Orders may be sent direct, or through any reliable advertising agency.

THE GRAPHIC COMPANY.

FOR ALMOST HALF A CENTURY

The Leading Family Weekly:

THE NEW YORK LEDGER

Subscription Price, $2.00 a Year.

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

FEATURES OF THE "LEDGER":

1. Carefully chosen serial stories, beautifully illustrated, with synopses of all preceding installments, new readers being thus enabled to begin at any issue.
2. Short stories based on the most interesting current topics.
3. Valuable historical articles.
4. A delightful "Woman's Page," giving useful information regarding household questions.
5. Short and crisp editorials on matters of the moment.
6. Interesting popular descriptions of the latest wonders of science.
7. A profusion of beautiful illustrations.

A Four-Dollar Paper for Only TWO Dollars.

FREE TO ALL SUBSCRIBERS:

Our Thanksgiving, Christmas, Easter and Fourth-of-July Numbers, with beautifully *illuminated* covers, will be sent without extra charge to all our subscribers.

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

ADVERTISING RATES:

For Outside Page, - - - -	**$1.75 Per Agate Line.**
" Inside " - - - -	**1.50 " " "**
Reading Notices (Adv.) - - -	**3.00 " Counted "**

Discounts from 5 per cent. to 33⅓ per cent. upon number of lines to be used within one year, or upon repeated insertions. Specimen copies, estimates, etc., on application.

ADVERTISING RATES STRICTLY UNIFORM.

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

ROBERT BONNER'S SONS, Publishers,

Cor. William and Spruce Streets, New York.

Advertising Department, EDWARD P. CONE, Manager.

SOLID FACTS

SOLID FACTS

Harper's Weekly,

Harper's Bazar,

Harper's Young People.

The best American Weeklies by which to reach

Men,

Women,

Children.

SOLID FACTS

SOLID FACTS

When LIFE was started there were very few people — if any besides the projectors — who thought that it was possible to establish a successful humorous weekly in America. The experiment had been tried repeatedly but always with pecuniary loss to the publisher or printer, sometimes both. The wayside was strewn with the glistening bones of such ventures, when MR. J. A. MITCHELL started on the journey which brought LIFE to its present enviable position in the literary, artistic, and business worlds.

The aim of the publication was first of all to please, and to please without offence to morals or good taste. It was to be humorous and artistic, honest and fearless, satirical where it seemed that satire would do good, but above everything else it was to be so clean and wholesome that no parents need hesitate to lay it before their children. Most of the previous publications had been issued at five cents a copy. The publishers of LIFE believed that the better class of Americans preferred a good thing to a cheap one and placed the price at ten cents with the idea that they would give their patrons the best of their respective kinds in the way of artistic, literary, and mechanical work. This policy has, perhaps, kept LIFE from circulating so largely among the masses as it might, but it certainly confirmed its position as the favorite publication of the best American families who know a good thing when they see it and are willing to give fair value for it. And the experience of the publishers has been that in America this class is increasing with tremendous rapidity. The constantly growing circulation of LIFE goes to show that notwithstanding the marvelous increase in our population and in national wealth, the growth in taste and culture is far beyond proportion greater. Ten years ago LIFE was considered an impossibility, to-day it is almost a necessity. It goes to the best people in the United States and it goes to their homes. Every line of it is read and its influence is felt by every reader whether in its editorial columns or in its advertising pages.



"While there's Life there's Hope."

28 West 23d St., New York City.

PUBLIC ◎ ◎ ◎ ◎ OPINION

UNIQUE. . . . . .
Only paper of its class in America.

ATTRACTIVE . . . . . .
Its typographical appearance famous.

PRODUCTIVE . . . . . .
Brings its advertisers excellent results.

REASONABLE . . . . . .
In its advertising charges, considering its ***23,000 sworn circulation*** among the best people in our 6,000 post-offices. . . . . .

Any responsible agent will tell you all about it, or we will send you some copies and literature for the asking.

THE PUBLIC OPINION CO.,

WASHINGTON, D. C. :
Loan and Trust Building.

NEW YORK :
Potter Building.

BOSTON, MASS. :
No. 27 School Street.

The Best Writers



The Brightest Workers

In the advertising field to-day are contributors to PRINTERS' INK. Its staff of writers during the past year includes many names which have become familiar in connection with some advertised specialty or leading newspaper. The following are a few of the contributors to PRINTERS' INK.

Julian Ralph.	Theo. L. De Vinne.	Julian Hawthorne.
W. O. Stoddard.	Lewis A. Leonard.	Milton J. Platt.
Joel Benton.	R. W. Jennings.	Allston C. Ladd.
Wolstan Dixey.	Geo. H. Powell.	W. J. Lampton.
Edward A. Oldham.	Henry H. Cole.	Benj. H. Jefferson.
Junius Henri Browne.	T. B. Russell.	H. C. Brown.
M. M. Gillam.	W. D. Showalter.	Nath'l C. Fowler, Jr.
J. E. Powers.	Geo. E. B. Putnam.	John S. Grey.
Artemas Ward.	Benj. C. Nevius.	E. A. Baker.
Charles N. Kent.	Leon Mead.	Chas. F. Wingate.
John Morgan Richards.	Harry J. Shellman.	George R. Kennedy.
Cyrus H. K. Curtis.	F. H. Dobbin.	W. W. Hallock.
Geo. P. Rowell.	A. L. Kinkead.	A. H. Siegfried.
Daniel M. Lord.	L. J. Vance.	J. C. Blair.
C. W. Preston.	Wm. Hosea Ballou.	W. Atlee Burpee.
J. F. Place.	W. W. Pasko.	Wm. H. Maher.
George Kissam.	Edward W. Bok.	Willet F. Cook.
John Brisben Walker.	Allan Forman.	Leon Barritt.
Joseph Howard, Jr.	Horace Dumars.	Stanley Day
Lieut. Gov. Jones.	E. D. Gibbs.	John J. Dillon.
J. Amoy Knox.	Nym Crinkle.	C. H. Augur.
Chas. L. Benjamin.	John Z. Rogers.	

The "Little Schoolmaster in the Art of Advertising" will be sent to any address, one year, for $1. Advertising rates, 75 cents a line pearl type. More than fifty thousand copies of Printers' Ink are issued weekly.

GEO. P. ROWELL & CO., 10 Spruce St., New York.

American Newspaper Directory. The standard catalogue of newspapers in the United States and Canadas. The price is $5, which includes a paid subscription to Printers' Ink.

Rowell's Advertisers' Manuals Nos. 1 and 2 now ready. Price, 50 cents each. Just the thing to put in the hands of the man who doesn't know what to say in his advertisement.

Great Daily Papers

" They tell the story of the world

THE magazine is pre-eminently the publication of universal circulation.

The local daily, of smaller places, is assuredly the paper of local character, ninety per cent. of its readers being regular inhabitants of a district, not exceeding a diameter of ten miles, and fully sixty per cent. of its readers reside within a walking distance of the city, or town centre.

The term, " Great Daily Paper," must include those publications which are issued from leading commercial centres, and are recognized and known throughout the country, by name and reputation, publications which are quoted, and are standard authorities upon politics, and other specific matters.

The great daily paper finds its circulation divided about as follows: From one-half to two-thirds of its readers live within the city limits; about one-half of the balance reside in the suburbs, within a radius of not exceeding twenty-five or thirty miles; about three-fourths of the remaining balance of circulation reaches the entire state, and other states, if their boundary lines are near the city of publication. The balance of circulation is distributed generally, reaching all important commercial centres, and going, to a limited extent, into distant rural districts.

The readers of the great daily papers are naturally city people, or residents of the suburbs, but a very large number (proportionately small, yet large in the aggregate, for the circulation of such papers is very voluminous) are country gentlemen, and average country folks of the better class, who can afford a daily, that they may keep up to the times, and who naturally take the nearest great daily.

The great daily paper has a regular bona fide resident circulation, and transient circulation, within its city and surrounding territory, and a solid mail circulation extending throughout its state, and to a less extent, throughout the entire country.

The leading hotels, and reading rooms, of the United States, carry upon file the majority of the great daily papers of the country. They have nearly all of the great daily papers, in their particular state, and they carry the daily papers of the largest commercial centres, no matter how far removed these dailies may be from their city.

The great daily paper has, in addition to its regular paid-for circulation, a reading-room circulation, which, although not as valuable as the paid circulation, is not insignificant in its quality.

The great daily paper depends for its advertising support very largely upon local advertising, for the bulk of its circulation is within these advertisers' territory.

Large city advertisers can afford almost any extent of advertising, if their business be sufficiently large, or if they have the capital to make it larger.

In great commercial centres, the city advertiser is liable to be more than a local advertiser, for his business extends into the suburbs, and frequently covers a half, or the whole, of a state, and portions of adjoining states. He then becomes a semi-national advertiser, or more properly speaking, a district advertiser. He is obliged, in order to reach such districts, to use the great daily papers of his district, and of other districts, if he be able to extend his business that distance.

The political flavor of a paper has nothing whatever to do with its value as an advertising medium.

It is, at this day, a waste of time and space to discuss the necessity of local advertising in the great daily papers.

Every business man of every city, located at a convenient centre in that city, and selling goods of necessity or luxury, advertises in the great daily papers, and will always continue to advertise.

He knows the quality of such advertising, and considers it a trade commodity of necessity.

Perhaps the majority of city merchants are not doing enough advertising. The majority of even great concerns do too little, instead of too much. Many a great man wastes business in saving advertising money.

In great commercial centres there is almost unlimited trade, and the progressive advertiser gets the bulk of it.

This district advertiser must follow the same general lines of the local advertiser.

The same advertisement should seldom appear twice ; if the same thing appear in substance, let it be rewritten, reset anyway.

The doctrine of continuous advertising can be more advantageously practiced in commercial centres than in small local districts.

There cannot be, and never has been, universal dull times in any line of business, except of seasonable specialties, within the limits of a large commercial centre. Crowded within its city, and surrounding territory, are almost unlimited numbers of every class of buyers, the rich, the poor, and the great middle class, altogether buying everything, at all times. The progressive advertiser in such a centre, if he invariably advertises extensively during dull times, may take away the business of the merchant, who advertises only during those times when people will buy things, even if no one advertises.

During the last few years the importance of the great daily paper, as a national advertising medium for national goods, has been seriously considered, and generally accepted by national advertisers.

The one great object of the national advertiser is to create trade everywhere, that his retailer may sell the product of his factory. To do this he must use the national magazines, and other national publications, but he cannot, with these publications, cover any local district as thoroughly as he can with the leading publications of that district.

The small country weekly is not particularly within the national province.

It is necessary for national advertisers to combine great district advertising, with extensive national advertising.

The great daily paper fills this gap. By taking the twenty-five, and possibly more, great daily papers of the country, and using liberal space in all of them, the universal advertiser reaches the great commercial centres, in a sort of social way, localizing his business to these centres, which he cannot do by national publications.

The national advertiser depends upon the district retailer for support, and for business. The retailer will work harder to sell his goods if the

advertiser becomes a liberal advertiser within the district of the retailer's business.

It is often advisable, and sometimes necessary, for the advertiser to advertise the list of people who sell his goods within their districts, and the great daily paper is the only publication which will reach these great districts. The great daily paper goes farther; it covers the district, and other districts at the same time, so that it affords the advertiser, while giving him the benefit of local distinction, the full advantage of sectional advertising of the broadest kind, verging close upon national advertising.

The fact that the great majority of great advertisers of household necessities, as well as of business commodities, are using the great daily papers of the country, liberally and continuously, in connection with their regular national advertising, indicates that the great daily paper, so far as national advertising is concerned, must rank, to a very large extent, in the class of national publications.

It has never been found particularly profitable to confine national advertising wholly to great daily papers, nor has it been found as profitable to confine it to magazines, or to religious papers, or to great family weeklies.

If a man has a thing which will sell, and that thing be sold at retail, through the retail stores of the country, he must use, judiciously, every advertising method which will create business.

The national magazine is a necessity, the leading religious paper of value, the great family magazine, and the national weekly, important advertising mediums. So is the great daily paper, and so are lithographs, outdoor sign-painting, and everything else of legitimate character, which will work by itself, and in conjunction with all others, producing that harmony of advertising indispensable to profitable business.

The great daily paper is the enlightening essential of civilization. The world can not turn without it, simply because it will not.

Modernized dark days of prehistoric ages could not cast a greater gloom over progressive times than the annihilation of the one positive necessity of enlightened intelligence, the great daily paper — the star, and mirror, and governor of civilization.

W. R. HEARST, PROPRIETOR
C. M. PALMER, BUSINESS MANAGER

THE : : : EXAMINER .

SAN FRANCISCO

. . Has a daily average circulation of over 63,000; Sunday, 75,500; Weekly, 71,500. These figures are claimed to be the largest in the United States for the population of the State in which the paper is printed . . . . . 1,200,000. There are

Two Reasons

The regardless-of-expense presentation of the news, and the wealth of the people of California, who are the best buyers of advertised goods in the world. . They can be reached through the EXAMINER at . . . . . One-Half the Price Per Line that Eastern papers of a similar circulation charge for reaching the same number of people of less buying ability and disposition. What general advertiser can afford to be out of the EXAMINER?

E. KATZ, EASTERN AGENT
186 AND 187 PULITZER BUILDING
NEW YORK

The EAGLE has long been a power in Brooklyn.—*New York Tribune.*

The EAGLE is half a century old and one of Brooklyn's cherished institutions.—*Syracuse Journal.*

THE

BROOKLYN DAILY EAGLE

HAS CELEBRATED ITS SEMI-CENTENNIAL

BY OCCUPYING ITS NEW BUILDING, ONE OF THE FINEST NEWSPAPER OFFICES IN THE COUNTRY; BY IMPROVING THE FORM OF THE PAPER AND BEAUTIFYING ITS TYPOGRAPHICAL APPEARANCE; BY A NEW DRESS AND A NEW STYLE OF TYPE FOR DISPLAY ADVERTISING.

The One Advertising Medium of Substantial Circulation in a City of 1,000,000 People.

THE REPRESENTATIVE JOURNAL OF ALL LONG ISLAND.

A Newspaper that pre-eminently reaches every day the purchasing public in the fourth city of the Union.

The EAGLE is unrivaled in the particular field it aims to cover.—*Albany Argus.*

One of the ablest and most influential papers in the United States.—*Rochester Democrat and Chronicle.*

Published by the Scimitar Pub. Co., A. B. Pickett, Editor & Manager.



Unparalleled.

In less than two years the Memphis Evening Scimitar has trebled its circulation.

In 1890 it had only

3,000 Subscribers.

In 1892 it has increased its list to over

10,000 Daily.

The Memphis Daily Evening Scimitar is the only Memphis daily whose circulation is known. It is the only one which makes a sworn statement of circulation; the only one whose books and press room are open to advertisers.

THE SCIMITAR

Guarantees that its circulation is greater in the city than all of its competitors, morning and evening, combined, and it is delivered in nearly 100 towns in the surrounding country by carrier daily. It is a high class journal, bright, progressive, pure in tone.

Eastern Office,
41 Times Building, N. Y., New York.
R. A. Craig, Manager.



SEAL.

The

SELLS ADVERTISERS A KNOWN QUANTITY OF ADVERTISING.

THE LARGEST IN CHICAGO OR THE WEST.

Chicago

Daily

AT A LOW AND INVARIABLE PRICE.

PARTICULARS FOR THE ASKING.

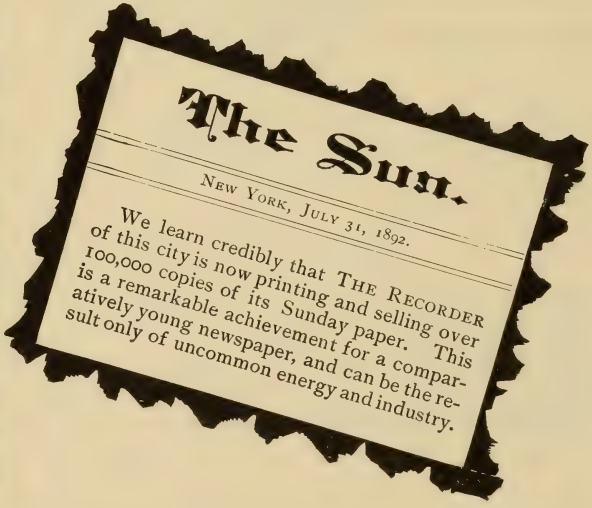
News.

Winning on New Lines

IT is the home paper of the Metropolis.

IT is delivered at more residences than any other New York newspaper.

IT is the only two-cent Republican newspaper in New York City.



The Sun.

NEW YORK, JULY 31, 1892.

We learn credibly that THE RECORDER of this city is now printing and selling over 100,000 copies of its Sunday paper. This is a remarkable achievement for a comparatively young newspaper, and can be the result only of uncommon energy and industry.

IT has jumped from tenth to third place both in circulation and amount of advertising in 18 months.

"THE RECORDER" is pre-eminently a woman's paper. If we say it is read by one hundred thousand women, it is equivalent to saying that it will influence double that number of men."—*New York Herald*, Sunday, November 13, 1892.

IT is made for the people.

IT is the coming newspaper.

IT is the New York Daily Recorder.

"The Daily of Philadelphia."

Founded Upon Actual Circulation

To Advertisers of everywhere:

The Daily Record and the Sunday Record, of Philadelphia, are newspapers of strength—they are business-bringers—they are made to be read in the homes and at the business desk—Their circulation is guaranteed—you know what you are paying for—exact figures published and proven each month—daily average last summer over 150,000 for the Daily, over 100,000 for the Sunday—many more NOW, for this was written before the fall season opened—There is not an advertiser who cannot use the Record to advantage.

Geo. P. Rowell & Co., the best authority in the world on Newspaper Circulation, are willing to stake $100 that the ATLANTA JOURNAL has a circulation of 5,000 *more* than any other Georgia daily; in fact MORE than any other daily in twelve Southern States.

THE ATLANTA JOURNAL

(DAILY and WEEKLY)

is the only paper in the South requiring two perfecting presses and both in daily use.

Marching Thro' Georgia



18,000 Strong

And Still Gathering Recruits.

The Managing Editor of THE JOURNAL is one of the most eloquent speakers and forcible writers in the South. With such material how can THE JOURNAL fail to be the leading paper of Georgia? In full accord with the overwhelmingly dominant party it finds a place on the counting-room file and fills a niche in the homes of the best people of Georgia.

See It Grow

1888,	7,600
1889,	10,128
1890,	12,456
1891,	15,679
1892,	18,288

Weekly Journal, average issue one year, 19,398.

And by placing an ad in THE JOURNAL your business will GROW and expand accordingly. Now is the time, Atlanta the place, THE JOURNAL the paper, and "Victory" will perch on your banner.

The JOURNAL, Atlanta, Ga. H. H. CABANISS, Business Manager.

S. C. BECKWITH,

48 Tribune Building, NEW YORK. | 509 "The Rookery," CHICAGO.
Sole Agent for Foreign Advertising.

The Burlington Hawk-Eye

DAILY (except Monday) AND WEEKLY.

Burlington, Iowa.

Established 1839.

CIRCULATION —Daily average for 3 months ending Oct. 31, 1892, **5,212**
Weekly edition, average 3 months ending Oct. 31, 1892, **9,703**

The HAWK-EYE's reports of State and local events are conceded to be the best of any newspaper in Iowa (possibly one exception). Advertisers possessed of good judgment should collect sample copies of the daily papers published in this State, and his own good sense will tell him the papers most likely to produce the best results as advertising mediums. In other words, it will be found that the papers which claim to have the largest circulation do not compare in appearance, style, or character of news printed to the papers whose moderate statements of circulation are given in detail and invite the closest inspection from advertisers. The HAWK-EYE press-room, subscription books, carrier and newsdealers' lists are open to advertisers always.

Rates for advertising in the HAWK-EYE are reasonable, and will be sent on application.

THE HAWK-EYE CO.,
Publishers.

Leading Newspaper of the Pacific Coast.

The San Francisco Morning Call.

ESTABLISHED 1853.

The Leading Newspaper of the Pacific Coast
IN
Circulation, Standing, Character, and Influence.

ACTUAL CIRCULATION:
DAILY, 58,487
SUNDAY, 63,207
WEEKLY, 23,800

IS THE OLDEST AND BEST DAILY NEWSPAPER IN CALIFORNIA.

Clean — reliable — independent — it has long stood pre-eminent as the

Great Family Paper

OF THE PACIFIC COAST.

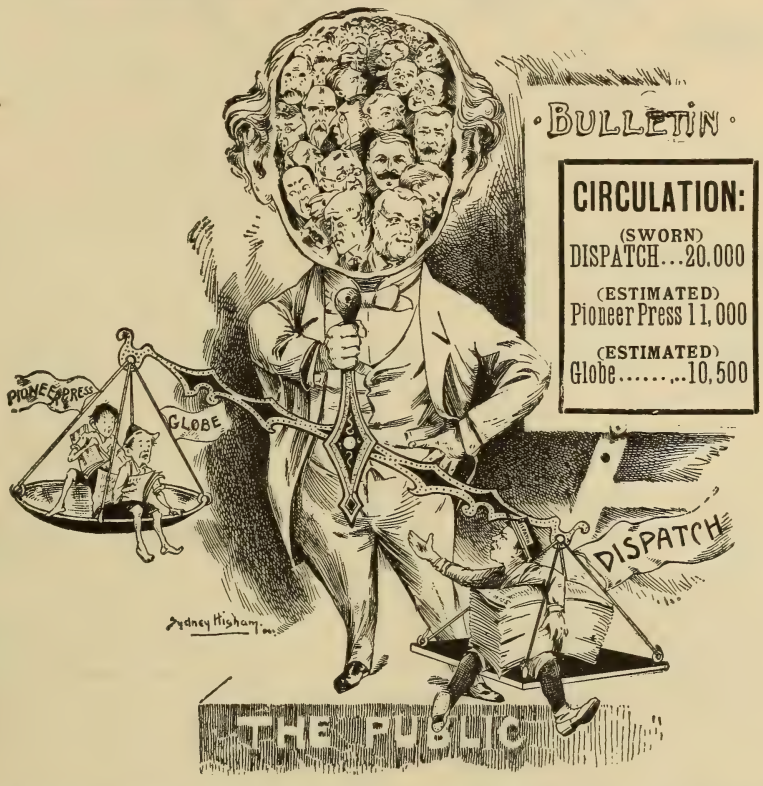
It goes into the *homes of the people* — and for **38 YEARS** has possessed their confidence. Advertising in such a newspaper must pay — it does — try it.

For rates — which are low — sample copies, and proofs that it pays — address —

F. K. MISCH, Eastern Manager,
90 Potter Building, N. Y.

THE ST. PAUL DISPATCH.

THE ONLY STALWART REPUBLICAN PAPER PUBLISHED AT THE STATE CAPITAL. OWNS AND CONTROLS THE EXCLUSIVE RIGHTS OF THE ASSOCIATED AND UNITED PRESS ASSOCIATIONS. THE ONLY LIVE NEWSPAPER IN ST. PAUL.



FACTS AND FIGURES FOR ADVERTISERS

THE DISPATCH WILL GUARANTEE A BONA FIDE CIRCULATION NEARLY DOUBLE THAT OF ANY OTHER ST. PAUL NEWSPAPER. ITS DAILY CIRCULATION IN THE CITY OF ST. PAUL IS THIRTY (30) PER CENT LARGER THAN THE COMBINED CIRCULATION OF ALL OTHER ST. PAUL DAILY NEWSPAPERS.

PROOF OF CIRCULATION AND ADVERTISING RATES FURNISHED ON APPLICATION.

CORRESPONDENCE PROMPTLY ANSWERED.

THE DISPATCH PRINTING CO.

ST. PAUL, MINN.

SEE THIS ?



30,000

IS THE EXTENT OF THE

DAILY CIRCULATION OF

THE LOUISVILLE TIMES.

THE TIMES

Guarantees to advertisers that its circulation exceeds that of any other afternoon paper in Louisville, Kentucky or the South by MORE THAN

3 TO 1

IT'S CIRCULATION THAT PAYS.

No other afternoon paper in Louisville has a circulation of over 7,500.

THE ONLY

Afternoon paper in Kentucky having a "known circulation."

THE ONLY

Afternoon paper that invites an inspection of its press-rooms and circulation books to prove its assertion.

☞For the seventh consecutive year THE TIMES was, on July 25, 1892, awarded the official printing of Louisville and Jefferson county, Ky., on account of its sworn to and largest proven circulation. For the past four years it has been awarded the same WITHOUT A CONTEST.

GEO. BATTEN,
Eastern Representative
38 Park Row N. Y.

THE TIMES CO.,

PUBLISHERS, LOUISVILLE, KENTUCKY.



A. S. DIETZMAN,
BUSINESS MANAGER.

W. H. J. HARGRAVE,
ADVERTISING MANAGER.

The Daily and Sunday

Louisville Commercial

Leads all Louisville Morning Dailies with the Largest Local Circulation, the Largest Suburban Circulation, the Largest County Circulation, the Largest State Circulation, and the Largest Total Circulation.

The Sunday Edition is a 5 cent morning paper, while the Daily is the only 2 cent morning paper published in the State of Kentucky.

ADVERTISING RATES:

Daily Commercial.

Display . . . per agate line, **12½**c.
Reading matter . minion, per line, **50**c.
Wants, For Sale, etc., nonpareil, per line, **10**c.

Sunday Commercial.

20 per cent. additional to rates for the Daily.

The Weekly Commercial

is an 8-Page Paper and only 50 Cents a Year.

It is the best and cheapest weekly in the country, and is largely circulated in Kentucky, Southern Illinois, Tennessee, Alabama, Louisiana, Arkansas, Kansas, Southern Indiana, West Virginia, Georgia, Mississippi, Texas, Missouri, etc.

THE FAVORITE WEEKLY WITH DISCRIMINATING ADVERTISERS.

ADVERTISING RATES:

Weekly Commercial.

Display . . . per agate line, **25**c.
Reading Notices . minion, per line, **60**c.

Special Positions, 5 to 15 per cent. extra. Reasonable Discounts for Contracts. Estimates cheerfully furnished on application. Agate measure 7 words to the line, 14 lines to the inch.

The Louisville Press Co.,
Louisville, Ky.

WANTED

BY 60,000 GERMANS OF CLEVELAND.

YOUR

PREPARED COFFEE, CHOCOLATE, CONDENSED MILK, BAKING POWDER, SOAP, PEARLINE, SAPOLIO, TOBACCO, TEAS, SHOES, CLOTHING, PAINTS, COUGH CURE, LIVER REGULATOR, PILLS, SARSAPARILLA, BITTERS, MINERAL WATER, EMULSIONS, and a host of other things.

THE **Waechter am Erie**

(40 years old, has a larger circulation than all the other German papers of Cleveland combined), offers with 70,000 copies each week, to carry your messages to them Daily, Sundays, and Weekly.

DR.

Let us know if you want their trade.
For sample copies and rates address the

Waechter am Erie Pub. Co.,

or, W. E. Scott, Cleveland, Ohio.
Eastern Representative, 114 Nassau St., N. Y.

Religious Paper Advertising

"They reach the heart; the pocket book is not so far away"

THE birth of religious journalism is not removed many years from the inception of the first newspaper.

The religious world, at the earliest period, appreciated the necessity of representative journals primarily devoted to Christian welfare.

Religion, or rather denominational religion, being divided and subdivided into theological sects, naturally suggested denominational journalism.

Every Christian denomination, from the African Church to the High Episcopalian Church, has, in this country, from half a dozen to fifty or more denominational religious papers, each devoted, more or less exclusively, to the theology of its particular policy.

Religious papers may be divided into three somewhat distinct classes: the small church paper, issued by some local church, and circulated almost entirely among its membership; the denominational paper, representing some great body of religionists; the Christian paper, supposed to be as independent of theological affairs as the non-political newspaper is to political matters.

The first class must be considered, so far as advertising is concerned, among local papers, its advertising being limited to local firms. These papers frequently furnish good advertising mediums, and if of sufficient circulation, merit local attention.

The second class, that of denominational papers, includes fully ninety per cent. if not more, of all religious publications.

For perhaps a century to come, denominational papers cannot avoid flourishing, for the world is not yet ready to accept, conclusively, the in-

dependent religious paper, consequently the great religious denominational papers of the country, with the exception of a few independent religious journals, are in a vast majority.

The leading publication of any denomination, and the larger denominations have many great publications of unquestionable circulation and character, is an advertising medium of the strongest influence. It is read in the families of its subscribers, intelligently and thoroughly. The readers take it because they want it; they depend upon it as they do upon their local newspaper.

The majority of readers of religious newspapers are intelligent people, of fairly well-to-do families.

The religious element of this country is confined, largely, to the great middle class, not that the highest class are not religious, but there are so few of this class as to be beneath advertising consideration.

The lower class are not generally religious, and consequently are not readers of religious journals.

Nearly every reader of a religious paper is a buyer of general household necessities and luxuries. They are the people, in the true sense, of local habitation and local reputation.

The denomination of the religious paper has little to do with its value as an advertising medium, for the simple reason that the rich and the poor are Methodists, Baptists, Congregationalists, Universalists, Lutheran, Presbyterian, Episcopalian, Romanists, and of any other religious denomination.

In almost any community, select anywhere, promiscuously, one hundred religious people, and it is fair to presume that the different religious denominations will be somewhat equally divided. The Methodists of any particular town represent the people of the town, as do the people of any other denomination in a place, therefore the religious paper is a paper of national character, for it has no local district, and it reaches no particular class of people, so far as buyers are concerned, although its circulation may be confined to the people of its particular religious denomination.

The religious paper is pre-eminently a family paper. The majority of religious people are men and women, and young folks, of families.

There are few magazine readers who are not readers of religious

papers, and there are few religious paper readers who are not regular subscribers to, or buyers of, magazines.

The religious paper has, upon its reader, a hold, perhaps not equalled by any other publication.

The woman or man who has taken some religious paper for a number of years, and whose mother or father took the paper before her, depends upon that religious paper and respects the advertisers in it.

With all due respect for the religious paper, and to its high moral influence, the statement cannot be gainsaid that many so called religious papers in this country, and some of them of large circulation, accept, in their advertising columns, advertisements of the most questionable character, patent nostrums of the lowest order, and other humbugs too transparent to disguise their character from any intelligent reader.

Many a religious paper, of the highest moral tone editorially, is of the lowest business tone in the advertising it accepts.

The national advertiser, in selecting a religious paper, should scrutinize its advertising with the nicest care.

The religious paper, more than any other publication, has no right to take questionable advertising. The purity of its advertising columns should be preserved, as well as the quality of its reading columns.

The religious paper which attempts to elevate people into religious things, and to take care of them after it gets them there, is the paper which should not help to put into their stomachs articles which are positively injurious to their physical being. The true religious paper recognizes the physical as well as the moral.

The excuse made by many publishers of religious papers, that they are not responsible for the quality of their advertising, because they do not guarantee their advertising, either shows that their editors and publishers are deliberately dishonest, or else sufficiently foolish as to be not allowed to edit any publication of character.

The religious paper is a natural medium for the national advertiser. There are few things used in the house, or worn, which cannot be advertised to advantage in religious papers, and many manufacturers of expensive goods and luxuries find that the religious paper occupies a position close to the top in business-bringing.

The third class of religious papers, that of the independent Christian

journal, includes those publications which are the elected organs of some great religious movement. These publications have the strongest hold upon their readers, and occupy a high place as advertising mediums. They combine, to a certain extent, the advantage of denominational influence, because they are devoted to some particular organization; and of general character, because they are thoroughly Christian in their policy. They can be ranked above the average religious paper, but they cannot be ranked above the great denominational paper, for the power and influence of a thoroughly denominational paper, if it be a leader in its sect, place it at the highest point, at which point is also located the great Christian paper of enormous circulation, whether or not it have attached to it the organship of some religious association.

No national advertiser will use religious papers exclusively unless he be a manufacturer of some particular article for religious sale only, and even in that case, he will find the national mediums of general circulation worthy of his consideration.

The national advertiser cannot well afford not to use the advertising space of the leading religious papers, nor can he afford not to use the advertising space of other publications of undoubted circulation, unquestionable reputation, and general character.

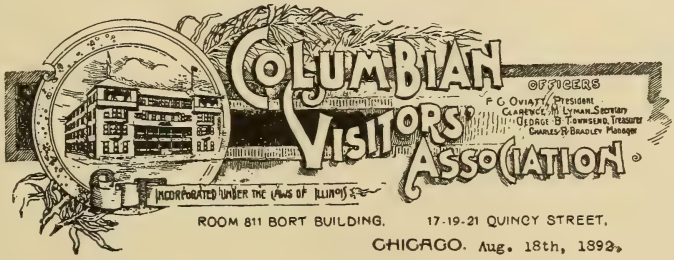
The same things which have been said about magazine advertising, or agricultural paper advertising, or great daily paper advertising, or great national weekly advertising, apply to religious paper advertising, religious papers simply being one of the indispensable links in the chain of profitable advertising.

Buying Readers Exclusively.

The Christian Endeavor Convention recently held in the City of New York was the largest religious gathering in the history of the world.

The Golden Rule

With a paid circulation of 78,000 copies weekly,
Is the National Representative of this great body of church workers.



Mr. F. T. Burdett, Adv. Mgr.
Golden Rule Co.,

47 Franklin Street, Boston, Mass.

Dear Sir:--

I wish to express to you our high appreciation of the Golden Rule as an advertising medium. We consider it one of the best that we have used. As a means of bringing our business before wide awake, aggressive and energetic people, and securing for us their patronage we deem it unsurpassed.

Very truly yours.

Clarence M. Lyman

Secretary.

Prominent advertisers say it does the work.

THE GOLDEN RULE COMPANY,

47 Franklin St., Boston, Mass.

The Christian Advocate



Represents The Methodist Episcopal Church, the largest body of evangelical Christians on this Continent. Published at the nation's metropolis, its influence among the membership of the Church in every section of the country is very extensive. Its advertising columns are under most careful supervision, nothing being admissible that is in any way offensive to the most refined taste or of the character of which there is any reasonable doubt. Sample copy sent on request.

Write for an estimate.

HUNT & EATON, Publishers,

50 Fifth Ave., New York.

Cuts It Off.

A large amount of the advertising offered for THE SUNDAY SCHOOL TIMES is not accepted. This guarantee is published regularly and is strictly adhered to:

> "The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not in good standing be inadvertently inserted, the publisher will refund to subscribers any money that they lose thereby."

In addition, though an advertisement be trustworthy and yet is in any way unsuited to THE SUNDAY SCHOOL TIMES it cannot get in. This gives THE SUNDAY SCHOOL TIMES the strongest possible hold upon the confidence of its readers. It is of greater advantage to its advertisers because of this limitation to their number.

The truth is a general advertiser needs these papers to cover our field in the best way at the least outlay.

There is much wealth in the different religious denominations, and these are the only papers in their respective denominations here. With loving adherents, gained through many years of good work, and in existence from 16 to 66 years, they have gained the confidence of their readers so implicitly that the appearance of an advertisement in their columns gains for it trusted consideration in over 260,000 prosperous homes.

Put Them On Your List

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Inquiry by mail will bring full information.



Over 260,000 Copies Religious Press Association, Phila.

Cuts

The right thing advertised in right mediums never fails to bring profitable results. Had not you better think this over carefully?

Our claim to your thought is the ability to place advertising in our papers with the endorsement that obtains cordial attention for the article advertised. There is no other way to reach these 260,000 homes so easily and cheaply.

The right thing is anything which appeals to people with homes, the people who have money for the right things of life.

Put Them On Your List

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Have you the right thing to advertise?



Over 260 000 Copies Religious Press Association, Phila.

Them Off.

The average edition of THE SUNDAY SCHOOL TIMES for 1891, was, exclusive of special issues, 156,758 copies weekly to paid in advance annual subscribers. The annual revision of the list has been made, and all unpaid subscriptions have been stopped, new ones paid in advance have been added, and now the new list comes forth fresh and live to give active service to good advertisers. It is confidently expected the average for 1892 will be more than the average above stated.

The circulation of THE SUNDAY SCHOOL TIMES is exclusively among adults — not children. Its quality is that of the best Christian families. Its quantity is more than that of any other religious weekly paper — two and three times more, one only excepted.

We see to it, in fixing the price of the advertising, that intending advertisers shall have no easier and better way of reaching this great number of Christian homes than by using THE SUNDAY SCHOOL TIMES.

THE CHRISTIAN HERALD

AND SIGNS OF OUR TIMES

NEW YORK.

EDITED BY

T. DeWitt Talmage

The Christian Herald

Brings better returns to many large advertisers than any medium published.

The Christian Herald

Spends more money in advertising than all other Religious Papers in the world combined.

The Christian Herald

Has by far the largest circulation of any Religious Family Paper in America.

Send for Sample Copy and Card of Advertising Rates to

P. B. BROMFIELD, Manager,

Advertising Department,

97 BIBLE HOUSE, = = = NEW YORK CITY, N. Y.

Agricultural Papers

"Mother Earth's Paper"

THE agricultural paper is distinctly and separately neither a magazine, a family paper, a religious paper, a class publication, nor a trade paper. It is, to a limited extent, a class publication, in that most of its readers follow one particular calling, the majority of them naturally being farmers. With this distinction, the agricultural paper distributes itself, in a way, in the same field covered by all publications, that is, its circulation is thoroughly national, although, of course, some agricultural papers have district circulations, but the general matter of the agricultural paper fits into the country at large, and is interesting to everybody engaged in farming.

Of a thousand readers of any agricultural paper, about one hundred of them read, regularly or irregularly, one or more of the leading high grade magazines, about seven hundred are subscribers to religious papers, and about eight hundred take some family or children's publication.

The agricultural paper is the trade paper of the field, and it goes further than that, for it is, to a certain extent, the family paper of the farmer. Not only does it treat of farm matters and general outdoor work, but it contains more or less literature, and matters of interest to home decoration, to home brightening, and to other things of general family character.

The agricultural paper is a combination of the trade paper and the family paper, working in harmony with the religious paper and the magazine. It fills a position which no other publication can fill, and it goes beyond that for which it is primarily intended.

While farmers are not city people, and while a goodly proportion of

them are not men of more than common want, the average farmer has sufficient money for all household comforts, and frequently for luxuries.

The copper plate signature of the manager of the counting-room, and that of the head clerk, may look more businesslike, but the scraggy chirography of the apparently uneducated farmer, will pull more money out of the country bank than that of many a man who does business with three show-windows, and a half dozen moustached clerks.

The farmer has, or hasn't, anything. He knows exactly what he has, and where it is. He may not keep books, he may be unbusinesslike, but he has saved cents where other men have lost dollars. He has children, frequently a good many of them. These children he educates; he sends them to the best schools, and gives them privileges which he did not have himself. As these children grow up, they demand modern necessities, and he purchases them for them. He is not much of a reader, nor, perhaps, is his wife. His children may be. He confines his reading largely to the agricultural paper, and, if he be religious, to his religious paper, also, with, of course, the addition of his local newspaper. His wife reads the agricultural paper as intently, and more so, than he does. She is interested in it from the first page to the finish. She is the buyer of everything about the house, and half of the things outside, for under her direct direction come the dairy, and other parts of farm work adapted to feminine skill. She is posted on churns, and very likely, if she be the kind of wife the farmer should have, she knows about the mechanical quality of a corn-sheller, or a reaper, or a harrow, or anything else about the farm.

In certain districts, where farming has risen to the dignity of a science, where college-bred men superintend the tilling of the soil, the agricultural paper, to them, becomes a magazine. It is read and studied as carefully as a scientific book.

The agricultural paper appeals to the ignorant farmer, because it is all he may read; to the medium farmer, because he appreciates the value of printed information; to the better class of farmer, because he depends upon others' opinions as well as upon his own; to the high grade farmer because he will study everything of possible interest and advantage in his work.

The agricultural paper is read by the family. One-third, at least, of

the average agricultural paper, is made up of matter pertaining to the inside of house, and family work, home decoration, and other information valuable to women. This gives the agricultural paper a position among the family publications.

As an advertising medium, the agricultural paper has a right to occupy, to a certain extent, a similar position with the religious paper; to a limited extent, a position not far removed from the magazine; to a very large extent, that of the family paper. These positions, coupled with its "trade" hold upon its readers, make it a technical publication of business, and a readable paper of leisure.

The position of the agricultural paper as an advertising medium for farming implements of every kind need not be discussed. It is the one essential medium, no matter how many mediums of general character may be used.

The agricultural paper occupies a position as a general advertising medium, especially valuable to the makers and sellers of everything used about the house, particularly about the country house, and for everything worn by men, women, and children of almost every grade, the medium grade, being, of course, the most profitable customers, as they are everywhere.

For More Than Half a Century

The American Agriculturist

Has Led All Other Agricultural Papers.

Reaches Over 20,000 Post Offices in this Country,
And More Than 1,400 in Foreign Countries.
It Pays when Others Fail.

Over 100,000 farmers of the better class read it. It is a family magazine, profusely illustrated, better than nine-tenths of the special family papers.

AMERICAN AGRICULTURIST,
52 and 54 Lafayette Place, New York.

Value of Papers that Reach the Farmer's Family.



CITY advertisers, especially those whose later life has been spent within the walls of a city, who do general advertising, do not always fully appreciate the advantages of placing their wares before those engaged in rural pursuits. This is due largely to ignorance concerning the farming classes. The city idea of a farmer is as he is usually caricatured by the daily press. The picture of a "granger with hay seed in his hair," as represented by the city press, is that of a person of a lower order of intelligence. Whereas the contrary is the fact. The larger part of the brain and push of the cities and of prominent men of the nation received its early training on the farm.

Those engaged in rural pursuits constitute the most intelligent class of the working people as well as the largest numerically. Neither are they the poor, penniless, down-trodden class some of their would-be advocates for political purposes represent them to be. The well-built homes, large and well-equipped barns, sleek horses, and thoroughbred cattle which abound everywhere over the great prairie States tell a different story. During the past two years especially the farmers have been blessed with prosperity.

On account of his isolation, the farmer is more susceptible to the influence of advertisements. He has less to detract his attention, and consequently reads his farm paper more thoroughly. Take for an example, patent medicines. The farmer is not so handy to the doctor's office and drug store as his town neighbor, and consequently depends more on these remedies.

We once heard a very extensive soap advertiser say that it would not pay him to advertise for farmers' trade, because they made their own soap. The facts are, not one farmer in a thousand makes or uses soft soap. That it does pay soap makers to advertise for farmers' trade has been fully demonstrated by the experience of two large manufacturers.

N. K. Fairbank & Co., in writing the FARM, FIELD & STOCKMAN, Chicago, on this subject, says:

THE HOWARD & WILSON PUB. CO., City. Chicago, July 22, 1892.

Gentlemen:—It is true that we advertised to the amount of $55 in 1890, in the columns of the "Farm, Field & Stockman." And you rendered us similar service in '91 to the amount of $440. And that we have increased this advertising with you to the sum of $858 for the current year. You certainly have our permission to use our name as reference concerning the character of either yourselves or of your journal. Your friends,

N. K. FAIRBANK & CO., by W. M. Raymund, Advg. Mgr.

The experience of another soap advertiser, Wm. Wrigley, Jr., & Co., is remarkable and goes far to explode established theories of advertising soap.

FARM, FIELD & STOCKMAN, Chicago, Ill. Chicago, July 29, 1892.

Gentlemen:—It is but fair to you to state that we received more replies from our "ad." in your paper than we did from the same "ad." occupying the same sized space and run the same number of times in sixteen of the leading magazines. Yours truly, WM. WRIGLEY, JR., & CO.

The average farmer's wife is much more particular about the whiteness of her linen and cleanliness of her home, milk pans, pots, and kettles, etc., than the wife of the average working man, and therefore buys and uses more cleansing articles. The farmer and his wife are also good customers for anything else that other people buy, and have the money to buy with, therefore their trade is desirable.

The class of papers published in the interest of the farmer's family are usually better printed, on better paper than the average weekly. The more refined taste of the rural class demand this, they therefore make better advertising mediums. In the so-called "Rural Lists" there is, however, much padding; at least one half can well be excluded, and the intelligent advertiser should use due caution, but the best papers of this class are good paying mediums for almost any line of general advertising.

A National Semi-Monthly. Eastern and Western Editions.

FARM AND HOME

SPRINGFIELD, MASS., AND CHICAGO, ILL.

250,000 Copies Each Issue

GUARANTEED.

EASTERN EDITION	WESTERN EDITION
not less than	not less than
120,000 COPIES !	**130,000 COPIES !**

The majority of advertisers like to know what states the circulation of a paper covers and the total circulation in each state. For the benefit of all such advertisers we print below a map showing the circulation of FARM AND HOME by states and giving as the dividing line between the EASTERN and WESTERN EDITIONS the Alleghany Mountains. **OVER 235,000 COPIES** are now required for the **PAID SUBSCRIPTION LIST** of FARM AND HOME as per last count made.



Total Subscribers { Eastern Edition, 126,121 Subscribers. Distributed at 12,830 Post Offices.
Western Edition, 109,392 Subscribers. Distributed at 15,297 Post Offices.

Both Editions, 235,513 Subscribers. Distributed at 28,127 Post Offices.

ADVERTISING RATES for either Eastern or Western Edition, 80 cents per agate line each insertion. For both Editions, $1.50 per agate line each insertion. Discounts for large contracts made known on application.

WHERE can you find a **first-class medium** on any better terms?

3-5 of a cent per line per thousand circulation for small contracts, 1-2 of a cent per line per thousand circulation for large contracts.

THE PHELPS PUBLISHING COMPANY,

27 WORTHINGTON STREET, SPRINGFIELD, MASS. and **504 THE ROOKERY, CHICAGO, ILL.**

Trade and Class Papers

"They balance business"

NO local community appears to be able to exist without its local organ, and no business, or trade, of any importance, has been permitted to live without one, or more, or a great many, distinct trade journals, devoted exclusively to the line of business they respectively represent.

The trade paper is published for business. Its editors and publishers purpose to make money out of it. Its circulation must be limited, and its advertising space extends to the extreme of possibility.

The trade paper business is overdone. Fully three quarters of the trade papers are simply collections of advertisements, bound together in handsome covers, having little or no bona fide circulation, being simply given away, sent to selected lists, and forced upon the public in the form of sample copies. Every advertiser receives the paper regularly, and comparatively few others are annoyed by it. Very little effort is made to increase the bona fide subscription list, but every nerve is strained to increase the advertising. With this vast amount of advertising, forcing the publisher to make his paper larger than a magazine, there is no particular profit in the sales, for the paper costs so much to produce, that the publisher can make as much, or more, money, by increasing his advertising, and not extending his circulation.

It has been said that every trade paper pays. With a few exceptions, this statement can be verified in fact. The majority of trade papers cost very little for editorial work, they seldom pay for anything, their expense consisting largely in their printer's bill, and the travelling expenses of their advertising representatives. They make money if they have a smart man at the head, for the circulation of the trade paper publisher is frequently

far in advance of the trade paper itself, the success of the paper depending mostly upon the ability of the man who meets the possible advertiser.

The remarkable success of the better class of trade journals has deluged every business with as many trade papers as the business can possibly stand, the majority of them having no legitimate excuse for existence.

The first class trade paper is an indispensable advertising medium for the manufacturer and wholesaler of anything in the line of its trade policy.

The merchant, who depends upon the retailer for his livelihood, can simply not afford not to be represented in his trade papers of character.

The trade paper if it reaches anybody, and no matter if it reaches but few, and the best trade papers reach a good many, must reach those interested in its line of trade.

If the circulation be only two thousand, or even one thousand, then that paper is read by two thousand, or one thousand, *probable* buyers, not purely *possible* buyers.

Any medium which can reach one thousand probable buyers is worth more to the advertiser, who depends upon his sales to retailers, than a medium reaching ten thousand possible buyers, unless the one thousand probable buyers be included in the ten thousand possible buyers.

The readers of trade papers are directly interested in the goods advertised. The trade paper is a sort of readable directory, arranged with every attention to typographical display, the advertising pages being frequently of more interest to the reader than the editorial and news columns themselves.

A man interested in the clothing business will read everything about clothing, no matter how dry the articles may be. It appeals to his pocket, and he is interested in everything which brings money to his pocket, and what is more, he is interested in the doings of others in the same line of trade. He reads the advertisements of the trade paper, if he be a retailer, in order that he may keep up to the times, and save an occasional dollar by buying of new and enterprising firms, who apparently are offering something as good for less price, or something better at less than proportionate increase.

The advertiser who expects to receive direct returns from his trade paper advertising will be disappointed nine times out of ten.

The value of good trade paper advertising is not to be reckoned by definite returns, so many per hour, per day, or per week; it is to be reckoned upon the value of its general whole.

The majority of people who order goods by seeing advertisements in a trade paper seldom take the pains to give the paper the credit for it.

The house with its advertisement in the trade paper continuously, if the trade paper be the leading one of its line, keeps the name before the probable buyer, who may buy of him, really without knowing that he saw the advertisement in the trade paper, for the trade paper, if it does nothing else, acts as a sort of unseen introductory medium between maker and buyer, presenting to the travelling salesman the best kind of respectable assistance.

A good trade paper is an indispensable part of trade. Trade cannot be run successfully without it, for it never has been run successfully without it. It is the connecting link between people of the same line of trade — a medium for exchange of ideas, plans, and principles. It stimulates trade, keeps trade alive, and holds business competition in proper check. It is the balance of trade, and it is not appreciated as it ought to be.

Successful manufacturers and wholesalers have been, and probably always will be, liberal advertisers in trade papers. If good trade paper advertising does not pay, it is quite remarkable that the ablest concerns, in every line of business, persist in using liberal space in their leading trade papers. Wholesale business houses are too conservative, and value a dollar too much, to waste money in trade paper advertising, if they had not, from experience, proven to their own satisfaction, that trade paper advertising, used judiciously, brings returns.

A single answer to a trade paper advertisement may bring to the wholesaler a profit more than equal to the entire expense of trade paper advertising for a term of years.

Beware of the trade paper which will print, indiscriminately, long winded puffs, or any uninteresting information, about any concern, simply because it is an advertiser in the paper.

The trade paper which will sell its editorial opinion for an advertisement is the trade paper without standing, because it has sacrificed its right to legitimate existence.

The quality of the trade paper can be frequently determined by its

unwillingness to print indiscriminate puffs, and reading notices. Good trade papers are glad to print personals, or any other information of interest. The news columns of a trade paper are substantially reading notices of business, but when the trade paper makes a definite statement about anything which it knows nothing about, and sells its editorial opinion on the auction-block of advertising, that trade paper has lost, irrevocably, its standing, and is not a good advertising medium for any one.

The good trade paper is simply indispensable to the wholesaler and manufacturer.

The poor trade paper has nothing but an advertising circulation — a blackmailing sheet, which can do no one any good, and no one any harm.

Advertisements in trade papers should be constantly changed. It is generally inadvisable to run the same advertisement twice. These papers are read by business men, and business men have not the time to wade through long description, which may be interesting to the man who wrote it, but of no interest whatever to the retailer, or at least, the retailer does not so consider it. Extreme brevity must be used, and there should always be a new and striking headline, to gain the attention of the retailer as he turns the leaves. Use illustrations as much as possible, if your goods can be illustrated; if they cannot, present some original illustrations of character to draw attention to the advertisement.

Do not try to be humorous, unless you can be humorous. Do not paraphrase the poets, or present original poetry, which you ought to be ashamed of. Let your statements be plain and to the point. Say as little as possible, and stop when you have said it.

Generally, a full page in a trade paper is worth more, proportionately, than four quarter pages. A full page advertisement allows the advertiser to produce a very striking advertisement, and to tell his story in a way to be appreciated, while in the crowded space of a quarter page, it is liable to sink into insignificance by better and larger advertisements preceding and following it.

College and school papers are certainly class publications, of limited general as well as local circulation. They have, individually, few readers, but their constituents are of the buying class. Makers of outdoor goods and men's outfittings, book publishers, and sellers of general library sup-

plies, find in the college and school paper a good field for advertising. The rates are apparently low, considering quality, and very high when compared, proportionately, with national publications, but such comparison is unfair to the college paper.

Official organs of benefit and fraternal associations, even if of large extended circulation, are not always advertising mediums of much value. The contents of the majority of the papers are devoid of interest, being made up of the dryest statistics, and other order matter of the most pronounced lack of freshness or interest; consequently the publications are not generally taken from the wrapper. The few really bright papers of this class are valuable mediums of national character, and must be so considered, although the national advertiser can do business, quite easily, without them.

Educational papers, devoted either to instructors, or to general educational matters, including the scholars themselves, are technically class publications, although they have the right to occupy positions among the publications of general character, for they are, with the exception of those published locally, papers of national circulation, their readers being confined to no particular grade, except that they are interested, directly or indirectly, in education. Such publications offer the general advertiser, advertising space of consideration, although he need not use any of them in his national advertising. For articles used in education, and for the general advertising of books, educational papers occupy the same position with the advertiser as do the religious papers with sellers of things exclusively for religious use.

THE GIANT OF TRADE JOURNALS

The

Boot and Shoe Recorder

140 PAGES—PUBLISHED WEEKLY

The Largest Weekly Trade Journal in the World

PUBLISHED IN THE

BOOT AND SHOE RECORDER BUILDING

11 & 13 COLUMBIA STREET

BOSTON - - - MASS.

THE BOOT AND SHOE RECORDER IS THE LEADING TRADE JOURNAL OF THE WORLD. IT HAS A CIRCULATION EXTENDING INTO EVERY STATE AND TERRITORY OF THE UNION, AS WELL AS THROUGHOUT CANADA, MEXICO AND ALL EUROPE. THE WORKING STAFF OF THE RECORDER IS EQUAL TO THAT OF MANY LARGE CITY DAILIES. THE DEPARTMENT MATTER CONSISTS OF THE FOLLOWING: "RANDOM NOTES," "SHOP TALK," "SHOE ADVERTISING," "BOOT AND SHOE ART IN THE PATENT OFFICE," "RUBBER BOOTS AND SHOES," "CORRESPONDENCE," "BUSINESS CHANGES," "AMONG THE TRADE," "COMMERCIAL TRAVELER," "GENERAL NOTES," "SHORT TALKS WITH SHOE DEALERS," "LETTERS FROM MANUFACTURING CENTRES," "POINTERS ON NEW GOODS," "THE LEATHER WORLD," AND OTHER ATTRACTIVE AND SPECIALLY WRITTEN ARTICLES EACH WEEK.

As An Advertising Medium . . .

TO REACH THE BEST CLASS OF MERCHANTS IN THE COUNTRY THERE IS NO OTHER PUBLICATION THAT WILL COMPARE WITH THE BOOT AND SHOE RECORDER.

WE REFER BY PERMISSION TO MR. NATH'L C. FOWLER, JR.

SEND FOR SAMPLE COPY.

LIFE IS TOO SHORT

TO CATALOGUE IN DETAIL THE NUMEROUS REASONS WHY EVERY DRY-GOODS MAN SHOULD SUBSCRIBE FOR

THE DRY GOODS CHRONICLE

A PEEP AT THE PAPER TELLS THE STORY.

Anyone not yet numbered amongst the thousands of manufacturers, commission merchants, importers, jobbers, or retailers now subscribers, can obtain complimentary copies by sending address. No live merchant fails to perceive that the paper is full of matter of real money value to him.

ITS VALUE AS AN ADVERTISING MEDIUM

Is seen in a glance at the people advertising — the object lesson is worth volumes of talk. Subscription, $4 per year. Advertising rates on application.

143 CHAMBERS STREET, NEW YORK.

A BOY

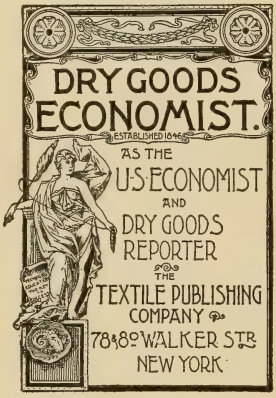
Can lead a horse to water.

A regiment can't make him drink.

It is equally impossible to make a man read that in which he is not interested. That is why many publications of large circulation fail to pay advertisers. The

Dry Goods Economist

has the ear of the greatest trade in America, the trade whose wants are the largest in volume and variety. This great trade reads the ECONOMIST attentively every week—reads it pencil in hand to make notes of its contents. The horse drinks of his own accord, and orders and inquiries pour back to advertisers as the natural result. A certain number of square inches of space in the paper is but a small part of what the advertiser in the DRY GOODS ECONOMIST gets. He becomes practically the client of a large corps of experts in his own business, whose experience and interest are always at his service. The ECONOMIST prints more dry goods advertising than any other publication in the world. After all these years there can be only one reason for that fact, namely: that it is found an economical means of getting business. If you have anything to bring before the dry goods trade, it is wasteful not to do it through the ECONOMIST. We are ready to give you a great deal more information about plans and methods if you want it. ∴





Local Daily Papers

"Daily mirrors of the town"

THE similarity between a great daily and a local daily is that both have local circulations, the former extending its circulation throughout the state, and other states, and generally covering, to a limited extent, the entire country, while the latter finds its constituency limited almost exclusively to its immediate town or city, and to suburbs and surrounding country, within a radius of hardly exceeding twenty miles, unless the local daily is published at some strong commercial centre, not quite large enough to be national in its importance, and yet sufficiently large for its business to extend half a hundred miles away.

Daily papers should be divided into three distinct classes: the great daily, the large daily, and the small local daily.

Whatever may have been said about local advertising in the great daily paper, applies, to its full extent, to small local daily advertising, but the small local daily has no particular right to solicit national advertising, for the national advertiser cannot afford to pay it living rates, and the enterprising local daily will find itself so full of local advertising as not to consider it necessary to solicit out-of-town business, except within its district or state.

If the majority of local dailies gave half as much attention as they do to stimulating local advertising, and less attention to soliciting national advertising through advertising agents, the local publisher, the advertising agent and his customer, would be much better off.

There are few Eastern towns of exceeding ten thousand population without one or more daily papers, generally two, each representing one of the two great political parties.

The few towns of over ten thousand people, without a daily, are situated in such close proximity to a larger town or city, that the larger place completely covers their journalistic field.

In the West, the majority of towns of three, four, or five thousand population, and some with hardly two thousand people, present to the local daily publisher a living, at least, and many of these small towns are proud of their local dailies.

With the perfected news systems, the economy of stereotyping, and the making up of news into plates at a central office, almost any town of business, even without much population, can support, fairly well, a small daily. The local daily in such a town is nothing more nor less than a local weekly, run on the same general lines, except that it gives more attention to the news of the country and the world than the weekly can consistently give. These local dailies present to the local advertiser indispensable advertising mediums.

If there is a local weekly in the town, as well as a daily, the daily does not take the place of the weekly, but the two papers work together in harmony, and the local advertiser, if he be progressive, uses both.

This is pre-eminently the age of small dailies.

The conventional country weekly, except in small places, starts a daily in connection with itself, or else is obliged to become a county paper, for the daily is filling its in-town field.

Go where one will, the progressive merchants of a town of any size and of any character advertise in the local daily. They simply cannot avoid advertising in it.

The amount of space to be used by the local merchant in his local daily must be reckoned by the volume of the merchant's business, and his willingness to cast bread upon the advertising waters, that he may have more bread.

Generally, small space in these local dailies, that is, of an inch, or two inches, unless placed under some distinct department heading, among advertisements of its own size, has comparatively little value.

The local daily advertisement of strength is a half column, a column, a half page, or an entire page. The good advertiser does not believe in economy of space. He purposes that every reader of the paper shall see his advertisement as soon as, or before, he reads the news. He attempts

to rival the headlines of the news columns, and to make his advertising the most conspicuous in the paper.

Local daily advertising should be invariably changed with almost every issue. The same advertisement should seldom run over a week; it had better not run more than a day; certainly the advertisement should be changed every other day.

The local daily has generally the same hold upon the public as has the local weekly, but it is not taken so generally in the country districts. It is pre-eminently the organ of buyers, for the majority of people who are entrusted with buying, have sufficient sagacity to follow the advertising in the local daily, if there be one, and sufficient intelligence to make them anxious to keep up with the local, as well as the national times, every day, as well as every week. They appreciate the local weekly, and take it.

It is remarkable that many local weekly papers in the country, containing absolutely the same matter which appears in the local daily, are read by the same people who read the daily, most folks being very willing to read the identical local thing twice.

No local daily ever killed a local weekly, and no local weekly has ever been able to injure a local daily. In small towns, they occupy the same positions, and yet they do not oppose each other. In large towns, they occupy distinct positions, and therefore cannot oppose each other.

The local daily of a city of fifty thousand population, or even half that number, is, to a certain extent, a metropolitan paper, that is, it closely resembles, in general arrangement, the great daily papers, and its circulation is extended, generally, in the ratio of the population of its city, that is, a city of fifty thousand will generally send its local papers farther into the country than a city of twenty-five thousand. These daily papers are really city papers in every sense, representing a distinct city community, with suburban and country people also. They are, therefore, advertising mediums for local goods, and can frequently be used by the national advertisers, who desire to create local business, for the direct benefit of local retailers. Covering, as they do, extended territory, the national advertiser can, to a certain extent, class them with the great daily papers, and spend a reasonable amount of money in them, in connection with his regular national advertising.

Local Weekly Papers

"Folks must have it"

THE first newspaper published anywhere was a weekly paper. The public can exist without the magazine, without the literary publication, without the great daily, and the overwhelming Sunday paper, but it demands, and positively refuses to live, without the local weekly, the publication nearest to the heart of everybody.

Two thirds, nearly three quarters, of the American periodicals are what are known as country newspapers.

There is not a town in the East, of two thousand people, and hardly a town in the West, with a population of five hundred, which does not possess a local organ.

The local newspaper, if one choose to bring it down to the narrow limits of a definite definition, is a paper published in some distinct local locality, limited in circulation to the town, or the immediate surrounding country, and filled exclusively with miscellany, and accounts of local happenings.

The better class of country papers extend this circulation to cover the entire county, and many of the Eastern country newspapers have a circulation in the West, because many of their former residents joined the Western exodus years ago, and desire to be familiar with the doings of their Eastern homes; and many of the Western local newspapers have circulations in the East, because the sons and daughters of Eastern people send their home paper to the homes of their childhood.

The circulation of these local weeklies ranges from two hundred to five thousand, the average country newspaper having a circulation of five or six hundred, a considerable number printing and selling from fifteen hundred to twenty-five hundred, and a few reach the three thousand limit, while a still smaller number approach as high as four or five thousand.

Country newspapers, of two or three thousand circulation, are extremely profitable local enterprises, and generally cover an extended field of local territory.

There cannot exist a fairly decent community without a reputable local newspaper.

Ninety-nine and ninety-nine one hundredths per cent. of the people who do not read the local newspaper have neither brains nor money sufficient to direct them in the purchase of anything except the necessities of life.

The local weekly newspaper furnishes the most effective, and in many cases the only, means of reaching, individually, the local public.

No local dealer, or business man, can afford not to advertise locally, and it is necessary that nine tenths of his local advertising be done through the medium of his local newspapers.

Perhaps the local newspaper has a "patent inside," or a "patent outside;" perhaps stereotype plates are bought by the yard and used to pad out; perhaps its advertising type has worn to the second nick, and its news type is battered and irregular; perhaps the whole mechanical and editorial departments consist of only one man and two boys;— if all these things be true, then the chances are that this newspaper meets the support given it, for the local weekly newspaper is a positive mirror of the business and social life of its community.

There are few local editors and publishers who are not willing and anxious, and who have not the ability, to make their papers just as good as the people will allow them to, by giving them sufficient support.

Perhaps the editor of the local weekly may not appear to be much of a fellow, perhaps he isn't much of a fellow. There are drones in the journalistic profession as well as in any other.

Perhaps some particular editor, and your editor in particular, is not up to the average of civilized humanity; perhaps he is a falsifier, an ignoramus, a man who sells himself for a less price than his constantly cut advertising rates; but if he is your only editor, and owns the only local paper within your territory, he sways a power for business good and evil, which you had best regulate, not annihilate.

The respect of every community is due to the country editor. He may be a crank — most leaders in everything are cranks; without cranks, the man who isn't a crank would not be allowed to turn the cranks of business.

The country editor may wear poor clothes; he may not live in half so good a house as does the merchant; but ten chances to one, he is intelligent, well-read, and knows infinitely more than half of the well dressed dudes, who smirk behind the counter, wear better clothes than do their proprietors, and trade their looks upon the auction block of smart society.

The country editor is not given to decorating the outside; he attempts to fill the inside; if he be given the support he deserves, his family may be of the prominent customers at your store.

The best people in any locality read the local weekly newspaper, be it ever so poor and humble.

To the great majority of local customers, it is the one local, effective advertising medium, bought and paid for.

It is paid for, and that which costs something to obtain is utilized.

It is read, because it was purchased for that particular purpose.

It has influence in its field, because it substantially owns its field. It is, in its way, a monopoly; and an advertisement in it of ten square inches, or of any other size, is worth more than an acre of circulars.

There never has been, and there never will be, invented a local advertising substitute for the local newspaper; all else is supplementary, and effective, only when used in connection with the legitimate advertisement in the legitimate local newspaper.

The local newspaper has been, and always will be, a necessary and regular visitor in every civilized family.

The local paper is read alike by rich and poor. The ignorant rich may scoff at its shortcomings, and criticise its style, lack of style, and general appearance, but when they say they do not read it, they speak untruth, for they do read it, and the more they find fault with it, the more they prove that their reading of it is thorough. Not to read it would deprive them of the privilege of kicking.

The local advertiser has, or ought to have, local standing. He is known, or should be known, throughout his field, in a business or professional way. His announcements have upon them the stamp of location and intimacy; consequently they often rise to the dignity of local news.

The well written advertisement in the local weekly paper, telling the woman of the market of what she desires, or suggesting what she might

be made to desire, is worth as much to her, and is as interesting, as an account of a social gathering.

If the local advertiser be known, he must keep up the acquaintance through the medium of the local press. If he be unknown, he must be introduced to people through the same medium.

There is something the matter with the local merchant who cannot utilize the advertising columns of his local paper.

The local newspaper must be used intelligently, as everything else must be used to bring success.

It is well to be careful about the composition of the advertisement. It is desirable that there be not too little space, and it is unprofitable to use too much space.

The advantage of being next to reading matter depends largely upon the position of the reading matter, and its quality.

A large advertisement will be read, no matter where located.

A small advertisement is not likely to be seen, even though at top of column, and next to reading matter.

A double column advertisement on any page, filled with big type and startling announcements, would not by any means be worth much less than it would be if it occupied preferred position, for a large advertisement will be seen, no matter where located.

The local merchant, who thinks he can do without using the local weekly newspaper, is simply mistaken. It is absurd to argue with such a man.

The believer in flyers and cheap circulars, at a sacrifice of local newspaper space, is the kind of merchant who does not deserve to be helped, because he does not even help himself.

Circulars, flyers, and everything else, are all right, but they should never be allowed to take the place of the advertisement in the local weekly newspaper.

In this chapter it is opportune to discuss a branch of newspaper advertising, known commercially as coöperative newspaper advertising.

The coöperative newspaper, or the "patent inside, or outside," consists of a publication, almost invariably of local character, and generally a local weekly newspaper, which is printed in two places.

Two, or more pages, are printed at a central office, located in some large city.

After these coöperative pages are printed, the paper, with a part of it blank, is sent to the local publication, and the publisher, with his own type, and with his own press, prints the balance of the paper.

These coöperative concerns are really philanthropists. They enable small country towns, and even large ones, to have local newspapers, when the newspapers could not exist, with the support given them, if the local publishers were obliged to stand the expense of completely setting their papers, and entirely printing them. They have transformed small, poorly printed five or six column four page papers into large and influential folio or quarto sheets, containing two or three times the amount of reading matter formerly given. They have made large papers out of small ones, and have educated the country people up to that point where they demand the best quality of reading matter, and plenty of it.

These coöperative concerns employ first class editors to select stories and literature, and to write general news, and non-political editorials. These they make up into the form of an uncompleted paper, complete — except as to local news, which is supplied at the home office.

The local publisher buys these sheets, and upon that part which is not printed, prints his own local editorials, news, and advertisements.

The coöperative union can furnish the local publisher with these sheets at a little more than the cost of the white paper, for it prints them in enormous quantities, thereby reducing the expense of press work, buys carloads of paper, which brings the cost of the stock down to the minimum, and the same general matter printed in one paper is used in others, widely separated, so that a great saving is effected in type-setting.

The matter is generally selected with care, and is better than the average local editor could get up himself.

To meet this expense, that the coöperative concern may favor the local publisher, and yet make money, the coöperative house prints, upon these coöperative pages, the advertisements of national business, the advertisements appearing in as many local papers as the advertiser pays for.

A coöperative house, issuing one thousand papers will, perhaps, divide the list into three or four distinct sections, and will sell advertising space in any one section, or in all. As each section is printed at one time, the coöperative company can afford to take these advertisements at from one eighth to one tenth of the price asked by local papers themselves.

The advertisement, costing the national advertiser, in five hundred local papers, say fifty cents each in each paper, or two hundred and fifty dollars per week, in them all, would be inserted in the coöperative list, and appear in exactly the same papers, for a very small proportion of this price.

The advertiser is saved the expense of sending to each paper an electrotype, which, with postage, would amount to a very considerable sum, and correspondence with the different publications is all avoided, for one copy, one electrotype, and one check, cover the entire business.

Advertising in the coöperative lists should not be considered by the national advertiser as distinctly local advertising.

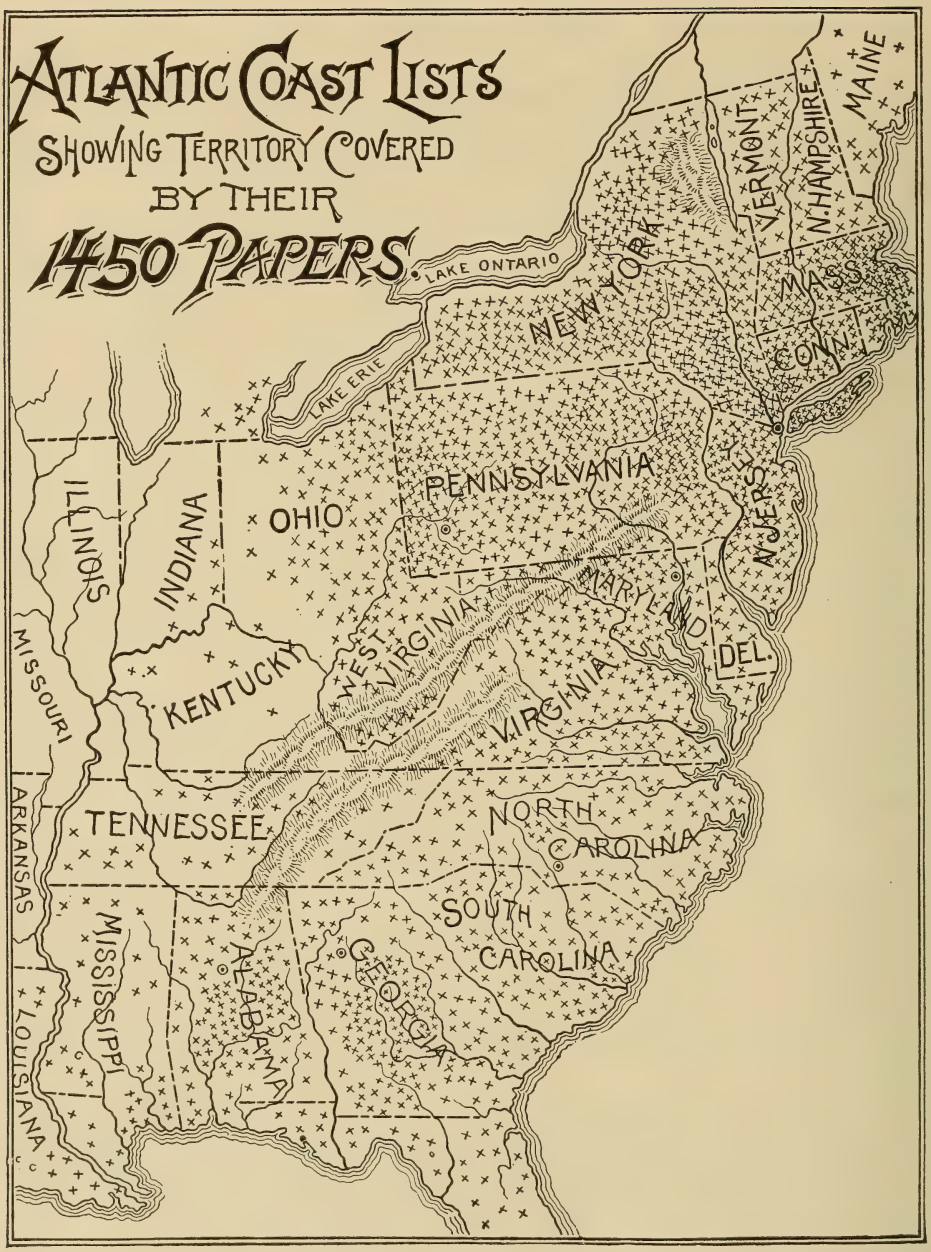
Coöperative lists should come under the head of great national weeklies, that is to say, the coöperative list should be considered as one publication, its circulation being reckoned by the aggregate of the number of publications the list reaches, with a certain percentage added, for the indisputable advantage of reaching the local people through their local papers.

While the national advertiser cannot afford, as it is not profitable, to advertise in local publications individually, he can, by the coöperative lists, reach these same communities, with the advantage of local communication, at the proportionate cost of national paper advertising.

The local weekly newspaper is the connecting link between the local buyer and the local seller, not an indirect link, but one which is recognized by both sides.

The local newspaper is the local messenger of social invitation, the village master of ceremonies. It carries the words of the local seller to the local buyer, wherever he or she may be, whether in the cottage, in the hotel, in the drawing-room, in the boudoir, in the kitchen, or in the basement.

The local weekly paper is the Mercury of Advertising, instantaneous in transit, possessing the key which will unlock every door shut against the advertiser, and which sometimes assumes to be shut against advertising.



A reduced map of the territory covered by the 1,450 papers comprising the Atlantic Coast Lists, each town represented by an ×. There is no attempt at exaggeration. This map substantiates every claim made by the Atlantic Coast Lists, and proves beyond question that they cover the homes of the Atlantic Coast of America more thoroughly than any other publication or combination of publications.

ATLANTIC COAST FOLKS.

COLUMBIAN intelligence landed on the Atlantic coast.

American intelligence remains there.

The concentrated East has simply sent her delegates across the Western Prairies.

American money is near Atlantic tide water.

Half of the entire population of America makes its permanent home within the boundaries of the Atlantic Coast Lists.

One sixth of all the country people of the United States, and one third of the rural population of the Atlantic slope pay for the privilege of reading the Atlantic Coast List papers.

Sixty per cent. of these fourteen hundred and fifty papers are the only papers of their respective localities.

Eighty-three per cent. are the only papers of their towns or published at county seats.

The slight prejudice against co-operative papers, largely due to the egotistical ideas of some antiquated publishers, who think they produce the whole paper better than an extensive plant with every facility can publish half of it, has well-nigh passed into foolish history.

The co-operative paper of the East is the home paper of the people. It is the paper which frames local opinion; the paper of modest circulation—true; but of a character nearest to the local heart.

The Atlantic Coast Lists cover the Atlantic Slope of America and its people.

Atlantic Coast Lists, 134 Leonard St., New York.

A Lesson in Arithmetic

Somebody with a head for figures states that it will cost $174 to make fourteen hundred and fifty four-inch electrotypes; that fourteen hundred and fifty mailing boxes or wrappers will cost $21.75; that the postage on these electrotypes will be $130.50; that the cost of postage for correspondence with fourteen hundred and fifty papers, reckoning but two letters to each paper, for postage alone will be $58; a fair estimate of the cost of correspondence and the time of a man attending to it would not be less than 5 cents per paper, or $72.50; the two sheets of letter paper for each paper, with envelopes, would cost as much as $10; the clerical labor on electrotypes, the checks in payment, and the examination of each paper would, at the lowest, be $25, bringing the total expense to $491.75.

Assuming that each paper would charge for four inches but one dollar, $1,450 would be the advertising bill. Add this to $491.75, and the grand total becomes $1,941.75.

An advertisement of this size sent direct to the local papers would be liable to be placed among dry goods or clothing advertisements, and would certainly not be conspicuous. In that part of the paper which we print, and print well, are few advertisements.

This advertisement we would accept for the entire 1,450 papers, require but one electrotype, attend to all the details of the work, for the sum of $266; that is, we will do the work, covering the field as effectively as an advertiser can cover it himself, for less than one seventh what he would have to pay for it if the business was done directly with the papers. This is an axiomatic argument.

AN ADVERTISEMENT inserted in the 1,450 papers comprising the ATLANTIC COAST LISTS must necessarily appeal to a very large percentage of the residents of the localities where these papers are published.

REACHING ONE SIXTH OF THE
READING POPULATION OF THE U. S. OUTSIDE OF LARGE CITIES.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

The Advertising Agent

"For the economy of business"

BUSINESS never has been done, and never will be done, without five distinct classes of individual workers: the consumer, the retailer, the middle man or jobber, the wholesaler, and the manufacturer.

The argument used by many manufacturers, that they sell direct to the consumer, without the intervention of the jobber or retailer, is a heavy one theoretically, and in special cases as strong practically.

There always will be a few men abundantly able to produce a thing, and sell it to the consumer, without the assistance of any business go-between, but these men are in so small a minority that their class cannot be discussed, except specifically.

The great bulk of all kinds of manufacture, trade, and barter depends upon these five distinct classes, any one being as important as the others, for no four can profitably exist without the assistance of the fifth.

Advertising is simply a business commodity, created to assist the business man in his business.

On the one side stands the advertising medium, whether it be the poster, circular, flyer, catalogue, pamphlet, book, magazine, religious paper, Sunday paper, daily paper, weekly publication, or anything else.

Directly opposite stands the advertiser, the man who finds it necessary to spend money to obtain advertising in some, or all, of the ways mentioned.

It is essential that the advertiser, directly or indirectly, meet the advertising medium.

In small towns, and in the majority of cities, where the bulk of the advertising is done within the circle of a few miles, the local advertiser has, at

his arm's length, the advertising mediums; therefore he does not need the intervention of any middle man.

The national advertiser, the great wholesaler or manufacturer, who must use advertising to build trade, that they may sell goods to retailers, that the retailers may sell the same goods to the consumers, find their advertising mediums scattered all over their territory, their territory generally being the entire country, and frequently all of the progressive world.

National mediums are not publications of local prominence.

The magazine published in New York is no more a New York magazine than it is a Boston magazine; it is a national publication for national purposes, and is simply printed in New York because it must be printed somewhere.

Advertising space in these great mediums sells for an enormous price, and is generally worth the price.

The national advertiser, in covering the country, frequently uses daily papers, but these dailies are scattered, and he is not in the midst of more than a limited few of them.

It is necessary that he buy advertising space at the lowest possible rate, and buy it intelligently.

The national publications, if they be of definite standing, are of positive money-bringing value, and offer the economical means to the end.

The national medium must have two prices, one price for the advertiser, and another price for the regular advertising agent.

About three fourths of national advertising is placed through the advertising agent, who is to advertising what the jobber is to boots and shoes, clothing, or any other commodity of trade.

The advertising agent gives his entire time to buying and selling advertising space.

It is the business of the advertising agent to obtain for the national advertiser advertising space in the mediums which the national advertiser may designate, or, if the agent be given discretion, in the mediums which the agent feels to be particularly beneficial to the advertiser.

The advertising agent can sell this advertising to the advertiser for the same price that the publication will sell it to the advertiser, and yet make a respectable commission for his services.

The publication does not object to paying this commission, because by paying it, it obtains a larger amount of business than it would if it did business direct with the advertiser, and the publication is saved the expense of extra solicitation.

The advertising agent guarantees to the publication the payment in full of the advertising bill, and the first class agent is a man of responsibility.

The publication simply pays, as a commission to the advertising agent, an appropriate sum for the services which the agent renders.

The advertiser pays nothing extra, the agent does the business and makes money, and the publication is just as well, if not better, off.

The necessity of the advertising agent is apparent from the fact that the leading agents are respectable business men, and rank with the ablest merchants of the country.

There are, scattered about, many irresponsible agents, men who have neither capital, honesty, nor ability. These men are the Shylocks of advertising.

These Shylocks assist in lowering advertising below the level of merchandise. They make the advertising business appear to be illegitimate.

The number of these questionable agents is increasing, and the advertiser must keep himself constantly on the alert that he be not taken in by the apparent liberality of these advertising "shysters," who will offer almost any terms, and frequently pay the difference out of their own pocket, that they may start a customer, with the premeditated design of fleecing him on the second order.

The advertiser is warned to beware of these advertising agents who persist in handling the firm's advertising entirely at their own discretion, who insist upon placing advertising in certain questionable mediums, and are unable to give business reason for such judgment. There is a cat-in-the-meal somewhere, and the advertiser is paying for it.

The first class advertising agent suggests, not insists. He studies the firm's business carefully, suggests a list of mediums, presents it, and, under the practical advice of the firm, assists in making the advertising profitable.

The high grade advertising agent recommends only mediums or combinations of mediums, of known character, which, in the aggregate, present economic fields of advertising.

In the handling of combinations, particularly of lists of smaller newspapers, the advertising agent can do the business at a small percentage of the cost to the advertiser, if he should attempt to place the advertising direct with the papers.

The first class agent does not more than legitimately cut rates.

It is considered perfectly right, and no publication objects to it, if any first class agent offers to do advertising for a definite lump sum, which lump sum may not pay him a heavy commission in certain directions, but which, in the aggregate, gives him sufficient profit to do business.

The advertising agent who does business on a margin of less than ten per cent., is doing business for less than he can afford to do business, and he is either doing business for the fun of it, which isn't at all likely, or he has future designs upon the customer, at the customer's expense.

The average advertising agent, whether he makes full commissions or cut commissions, can place advertising cheaper and better than can the average business man.

The first class advertising agent never misrepresents. His judgment of mediums, and his general advice on all advertising matters, are far superior to the advertising knowledge of the average business man.

It is the advertising agent's business to give advice, to plan, to speculate, on the results of the advertising he places.

No first class advertising agent will sacrifice his honor in any direction, for the sake of extra profit.

Every good advertising agent is enabled, by combinations, and by the large amount of space he controls in certain good mediums, to offer the advertiser lower rates than the advertiser can obtain in any other direction.

It is perfectly true that a great many agents attempt to crowd on to the advertiser, mediums of little or no value, simply because they can buy space at lowest figures, or they control the space, in such mediums, but a first class agent, when he knows how much the advertiser purposes to expend, selects for him mediums which he knows are valuable, his first object being to make the advertising pay the advertiser, his second object to make money by doing it, for he knows that the permanency of his business depends upon the effectiveness of his work, and that an extra profit this year may mean no profit next year.

The expense of handling advertising by the average advertiser, and the

maintenance of the advertising department, add at least five per cent., and perhaps ten per cent. to the cost of the advertising, while the advertising agent can do this at the minimum of cost. His clerks are especially trained, and the multiplicity of his business makes it cost very little extra to handle the business of any new concern. He simply makes a science of placing advertising, and of handling the details of it in such a concise way that the advertiser is not annoyed by detail. This is a part of the advertising agent's business, and a responsible agent does it in an honorable and acceptable way.

Of course there are concerns who can afford to do advertising direct, and who can, by so doing, realize a certain advantage which they cannot always obtain through the advertising agent.

A house expending two or three hundred thousand dollars a year, can, perhaps, figure a saving, by maintaining its own advertising department, but ninety-nine per cent. of business houses can save from ten to twenty-five per cent. in actual expense, and certainly a large per cent. of annoyance, by placing their advertising in the hands of the men who do nothing else, and who are certainly fit for this professional business service.

Advertising agents make mistakes, and lose money for their customers, but they lose a great deal less money than will the customers themselves, if they attempt to handle that which they have no business to handle, and for which the advertising agent was especially created.

The larger part of all national advertising would not be in the hands of respectable and responsible advertising agents if the advertising agent was not an essential factor in the economy of advertising.

SUB-BOTTOM

Advertising Rates

IN EVERY GOOD MEDIUM.

The Reason that I always have bottom rates everywhere is because I handle the bulk of the magazine business, and a very large share of the general newspaper and weekly paper advertising.

I Simply Ask advertisers to allow me to figure on placing their advertising—it costs them **Nothing.** It must be to mutual advantage. J. Walter Thompson, 39 and 41 Park Row, New York City.

SPEAKING OF BUILDING. . . .

They say that at a certain point within twelve miles of New York, deposits of Blue Stone are known to exist. Oddly enough, they have never been quarried.

Some Men have the field for a large business, or a bigger business. They never live up to their capacity, because they never realize what advertising can do for them, and how it can be done so as to hit what is aimed at. Some American advertisers have yet to conceive what

ADVERTISING IN . . . . . ENGLAND. . . .

and the **British Colonies** or in Europe can do for them. On that field scores of solid structures can be built. **In Great Britain** and its colonies there are advertising opportunities of much more account than a quarry.

If you are so placed that you can handle business from "the other side," or can establish, or have established a branch office there, you can best help the raising of your structure, and best secure a **Sure Foundation** by consulting with the

Sell Advertising Agency, Limited,

whose headquarters is at 167-168 Fleet Street, E. C., London, England, with an American office in New York City at 21 Park Row (ground floor). The Agency is incorporated, with a capital of $250,000, and is under the management of Henry Sell, editor and founder of **Sell's Dictionary of the World's Press.**

The Sell Advertising Agency possesses unsurpassed facilities for placing advertisements in any country on the globe. Lower prices and more substantial favors can be obtained by it from the Press of Great Britain and its colonies than are likely to be secured otherwise. The space of some of the very best advertising *media* in England is controlled by it exclusively. A vast experience has been acquired by the Agency, and it is in position to give the most valuable advice in

BUSINESS BUILDING

If you are interested, write to or call at the New York office (or the London office if you are *en route*) and the fullest particulars will be furnished.

Sell Advertising Agency, Ltd.

167-168 Fleet Street, E. C., London, England:
21 Park Row (Ground Floor), New York.

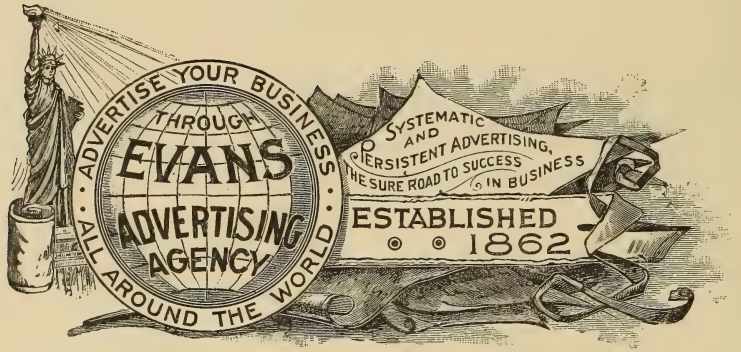
Sample papers, rates, etc., at New York Office.

THIS IS
WHAT I
PROMISE

PROMPT SERVICE.

LOW RATES.

QUICK RETURNS.



AND SOLICITING A SHARE OF YOUR BUSINESS, ASK YOU TO EXAMINE CAREFULLY THE LATEST EDITION OF MY ADVERTISING HAND-BOOK.

T. C. Evans,
294 Washington Street,
Boston, Mass.

OUR BUSINESS.

We conduct a general agency for the inserting of advertisements in *all* the periodical publications of the United States and Canada. We take entire charge of an order for advertising, furnishing a preliminary estimate of cost, preparing printed copy of the advertisement and full printed instructions to the publishers as to its insertion; we send out the orders to the papers, check up each insertion of the advertisement in the papers (of which we keep complete files), and notify them promptly in case of wrong or deficient insertions. We see that each paper completes the order, and furnish detailed bills to the advertiser, who can see from our files each insertion of his advertisement in each paper.

WHAT WE DO.

REASONS WHY OUR FACILITIES ARE UNUSUAL.

This, however, is the usual function of a properly equipped Newspaper Advertising Agency. The reasons why we believe we have unusual facilities for performing this work to the advantage of the advertiser are: because we have had an experience of over twenty-five years; because we are sending out a large volume of business, and number among our customers many of the leading advertisers; because in a large number of papers we have a system of buying space in quantities to our customer's advantage; and finally, because our capital is large (see Bradstreet's or Dun's), which enables us to handle the largest contracts, and always puts us in a position to take advantage of any offers for reductions for advance payment, while insuring us the publishers' best terms, as they know our credit to be undoubted. We solicit correspondence.

DAUCHY & COMPANY,

NEWSPAPER ADVERTISEMENT AGENTS,

27 Park Place and 24-26 Murray Street,

NEW YORK.

Our Pamphlet, "Special Offers for Newspaper Advertising" sent free to Advertisers.

Our Complete Newspaper Catalogue, 694 pages, price $5.00

Is the best Newspaper Directory published. The price will be credited back on the first order sent us amounting to $100 or more.

Where to Obtain

We write Advertisements, and place them as well. We charge nothing for the writing, and less than present cost for the placing. We prepare the matter, we design illustrations, we set the advertisement, we furnish an estimate of the cost. If our advertisers do not accept our offer we charge them

Expert Advice

nothing for our time and trouble. We have the best equipped Literary and Art Bureau, the leading Advertising Agency, and the most modern Printing Office in the country. Some offer one of the above advantages, others another—we offer all. Ours is a unique business,

Without Charge

whose record is full of successes for advertisers.

Write us for circulars and sample copy of THE KINGS' JESTER. A postal card costs but one cent and may save you many dollars.

HERBERT BOOTH KING & BROTHER,

EXPERT ADVERTISING AGENTS,

202 Broadway, N. Y. City.

FAIR SAILING



For the Advertiser who patronizes ALDEN & FAXON, 66 & 68 W. 3d Street, Cincinnati, Ohio.

We write, design, illustrate advertisements, and place them advantageously. We've 20 years' experience, and an immense business. Many experts in our employ. Prices low for class of work done.

We use ART extensively in Advertising. Nothing like it for an advertiser. 50 "Suggestions for Illustrative Advertising" sent you for 4 cents in stamps—"big hits"—they illustrate any business. What's your address? Ours is

ALDEN & FAXON,

66 & 68 W. Third St., Cincinnati, O.



TRADE MARK.



TRADE MARK.

★ ★ ★ ★ ★

Suppose that after you have absorbed what this book on BUSINESS BUILDING has to tell you, you have communicated with Mr. Fowler, the author, and he sees his way clear to writing something about your business that will bring you greater sales or profit. Perhaps the best way of giving the public what he writes, or a part of what he writes, will be through newspaper advertising. But he says he is no advertising agent, and will place no advertising. What then?

Why, then you need me!

I AM AN ADVERTISING AGENT. I have put many years of work, experience, and study in the great field of newspaper advertising. Probably a million dollars or more have been expended in newspaper advertising under my charge.

I PLACE ADVERTISING. I can secure you the right papers at the right price, and give you the most satisfactory service throughout, in any papers in the United States, Canada, Great Britain, etc.

I invite correspondence or a personal call.

WM. WATTENBERG,

21 Park Row (Ground Floor),

New York.

HIGH GRADE ADVERTISING

I don't care to place questionable advertising — my business is conservative — I give personal attention to all of it — a few good customers are worth more to me than many poor ones — it is my business to work in your interest — no one can quote you lower rates — many cannot present so low rates — I only want a few more customers — I don't charge anything for estimates — It may pay you to write me — you can't lose any thing — perhaps both may gain much.

COLIN C. CAMERON,

53 Summer St., Boston.



is nothing to the difference between ordinary advertising and our kind.

If you're a plodder, you'll make a business-name and some money, perhaps, in 20 years—without advertising. (An inch now and then, of your own copy—that's not advertising.)

We'll Put You to the Front— In a Year.

Isn't 19 Years Worth Saving?

Send to-day for sample ads., booklets, lists and how-it's-done.



Lord & Thomas,
Newspaper Advertising,
45-49 Randolph St.,
Chicago.

TO THE ADVERTISING PUBLIC.

OFFICE OF THE
EUREKA ADVERTISING AGENCY,
BINGHAMTON, NEW YORK.
1892.

MR. ADVERTISER,

Dear Sir: — Our purpose at this time is not to preach you a sermon, talk you tired, or "bore" you with "our advice," but rather to tell you, briefly and pointedly, a few truths about advertising.

You are a business man. You want to succeed among your fellows. How best can you do this is the all important question? We would fain answer, by judicious advertising, and that word judicious means a vast deal in this sense.

'Tis true, anybody can advertise, but only a few can make it pay, and herein lies the secret. The average business man either don't know how, don't care, or, perchance, don't have the time to give it proper attention. Either one of these causes will lose him thousands of dollars every year. Now for a remedy.

The Eureka Advertising Agency is a channel through which you can reach millions of readers all over the United States, quicker, cheaper, and more effective than any other way. It combines business tact, brains, and, best of all, a perfect system. It can win you dollars where you have been gaining cents. It will place for you one line or one million lines, one inch or one million inches in any paper in the United States or Canada, and thereby increase your business and save you many dollars.

Street-car advertising at present is one of the most popular and effective mediums. In fact, some of the largest advertisers prefer it to any other. In this we can likewise suit you. We have exclusive control of all street-car advertising in the cities of Binghamton, Syracuse, Auburn, Utica, Cortland, Homer, Oneida, Ithaca, Jamestown, Dunkirk, and Fredonia, N. Y., and Scranton and Erie, Pa. A total of five hundred cars, all fitted with regulation racks.

We publish the Eureka Newspaper Guide, a book containing upwards of six hundred pages, and neatly bound in cloth. It is a complete and trustworthy census of the newspaper business of the United States, and an invaluable aid to all large advertisers and the publishing craft in general. It will have a general circulation throughout the country, and advertisers who use its columns cannot fail to reap rich benefits.

We also publish the Stone Opera House Programme, of Binghamton, which for its kind is not surpassed in the country. It is a 6 x 9, eight-page, book-form publication, with lithograph covers. It has a guaranteed circulation of 200,000 copies per annum.

As a business man can't you see in this announcement something in a business way that will suit you and your pocket-book? It will cost you nothing to talk the matter over with us, and but two cents to write us.

Very truly yours,

EUREKA ADVERTISING AGENCY,
Binghamton, N. Y.

Street Car Advertising

"That he who rides may read"

IF everybody believed in street-car advertising, and there was enough street-car advertising space to go around, everybody would advertise in street cars.

The combined advertising space of all the street-cars in America would not allow of more than one tenth of one per cent. of advertisers to advertise therein.

There are no advertising mediums in existence of less space, and of more preferred positions.

The reason that all advertisers do not believe in street-car advertising is simply because all advertisers do not believe in any one thing.

When the majority of people of every community, where there is a street car, or an elevated railway, spend from one half hour to an hour and a half a day inside of a car, sitting facing each other, with no particular desire to look out of the windows, because they have seen the landscape and city views a thousand times before, and know every rock, and tree, and fence, and back-door along the line of their human life-pilgrimage, with nothing to do, unless they read, and tiring of reading before they reach their destination, it is fair to presume that a sign of anything, in type large enough to be read by anybody, posted up directly in front of them, where they could not help seeing it if they would, ought to present to the advertiser of about everything used, worn, or looked at, advertising standing by itself, alone in its value, to be compared with nothing, for there is nothing just like it.

The value of a sign on a fence, or on a rock, by which pass pedestrians, and horsemen, and carriage people, has been pronounced, by advertisers of character, a good method of advertising, particularly on account of its

economy, yet while the passer-by must read the lines on the fly, he seldom stops to absorb them.

Inside of the car, signs and readers are propelled together.

Signs stare one in the face, and so remain as long as he remains in the car.

In front of car signs stand and sit, year in and year out, the people of every community, of every class, from the lowest to the highest.

The buyers in every town and every city are habitual and perpetual riders of street conveyances.

The advertising sign in the street-car cannot be classed with mediums given away. It is a part of the car, and to ride on the car costs money. Without a stretch of business imagination, one may say that the advertising sign in a street-car must be reckoned with that grade of medium bought and paid for, although the reader pays individually nothing for it.

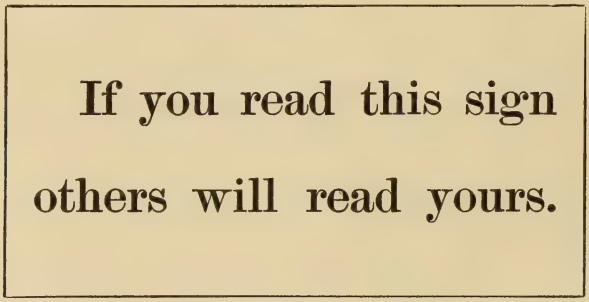


Plate No. 1.

When the greatest advertisers of the world, the men who are now successful, and have travelled in success since they were born, are regular, continuous advertisers in street-cars, it is absurd for any croaker to push forward individual opinion to the detriment of advertising which has risen to standard grade.

The street-car offers valuable advertising space to both local and national advertisers. Both derive, substantially, an equal benefit from it, for the street-car is one of the very few advertising mediums which the retailer and wholesaler, the local and the national merchant, can consider in the same business light.

Advertising in street-cars naturally includes horse-cars, electric-cars, tramway-cars, elevated railway-cars, and anything used for local traffic, between two not far distant points. Suburban trains would be reckoned in this class, if they received advertising.

Advertising on elevated railway platforms and depots, directly in view of all those at the depots, and always before the travellers in passing trains, must be considered, substantially, the same as advertising within the cars, and many advertisers, on account of the larger space available, consider station advertising more valuable than interior car advertising. People look out of the cars as they draw near a station, that they may know what station it is, and every sign on the station is liable to be seen by every elevated railway traveller.

The one great criticism on street-car advertising is, that the advertiser

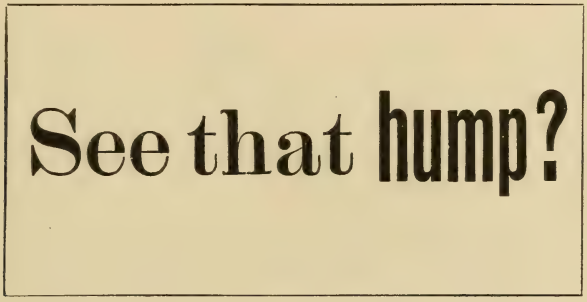


Plate No. 2.

attempts to tell too long a story. There is no other place so emphatically demanding extreme brevity as street-car advertising.

That famous sign, Plate No. 1, has become an advertising classic and can stand as a model of perfection in the art of street-car advertising. The whole story is told here, and it is so brief, and so plain, that no one can misunderstand it.

Street-car advertising offers the wholesale and retail advertiser opportunity to tell something fresh each week, for here constant change is invaluable, weekly changes being somewhat preferable to daily changes, for daily changes are too expensive to justify the additional cost.

Those famous lines in Plates Nos. 2 and 3 applying to two articles of

woman's necessity, have done more to attract attention, and sell goods, than a thousand and one other lines which cannot mean more, while consuming many more words.

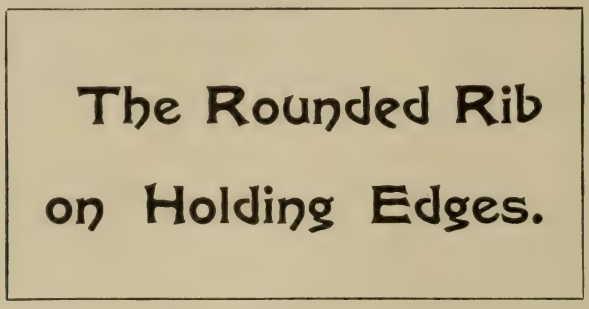


Plate No. 3.

An advertisement in a street-car reading like Plate No. 4, is worth something, but not near as much as it might be worth.

An advertisement like Plate No. 4, in the first place, doesn't mean anything in particular; in the second place, there are too many words in it;

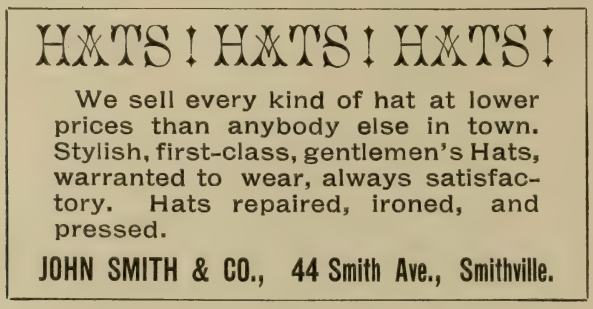


Plate No. 4.

and in the third place, it is not typographically arranged with any degree of effectiveness.

It is suggested that perhaps the advertisement in Plate No. 5, might bring more business.

There is something catchy about the advertisement of Plate No. 5. It

is a new way of putting an old thing. It gives the information that a five dollar hat is sold for four dollars, and presents the reason for it, without

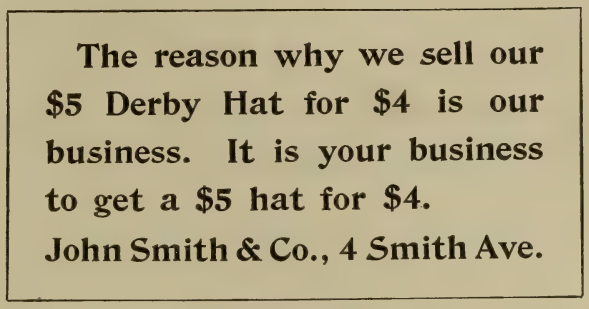


Plate No. 5.

really giving the reason. A business man will read it, and he is likely to follow it.

Take the advertisement in Plate No. 6, for example. It comes about as near being worth nothing as any advertisement can be, and particularly so for street cars. A woman isn't likely to read it, for she cannot read it easily, and it is altogether too long to gain attention.

An advertisement like Plate No. 6 is worth little. It does not make a



Plate No. 6.

specialty of anything, because it makes a specialty of too many things at once, and simply crowds effective space which might be used to advantage. It is suggested that only one of these specialties be advertised at a time, and that the advertisement in Plate No. 7 in a street-car might be effective.

If a manufacturer has a harness particularly adapted to gentlemen's driving horses, a card like Plate No. 8 in the street-cars might attract attention.

It is frequently advisable to advertise one point at a time in street-car

DO YOU WEAR UNDERWEAR?

Of course you do. We have enough underwear for all the well-to-do ladies of Smithville, at sub-bottom prices, simply because we can afford to sell at these prices. John Smith, 44 Smith Ave.

Plate No. 7.

advertising, and continue the points from week to week, if the points are sufficiently distinct to allow them to be presented individually, and in most every article there are plenty of strong points of personality, largely complete in themselves.

Illustrations can generally be advantageously used in street-car advertis-

DO YOU DRIVE A HORSE?

THE STAR HARNESS IS BUILT TO WEAR, AND WEARS. IT IS THE LIGHTEST HARNESS GOOD FOR ANYTHING. EVERY HARNESS DEALER HAS IT. AS YOU GO BY, DROP IN TO LOOK AT IT.

Plate No. 8.

ing, but do not illustrate anything you sell if the illustration will not do it credit. Take some illustration of general character, of sufficient significance, or beauty, to attract attention.

The trade-mark idea is justifiable in street-car advertising. Some ad-

vertisers believe that the appearance of their trade-mark, with nothing else, in street-cars, indirectly does them more good than change of advertisement.

While the writer is not disposed to admit it, he cannot avoid the argu-

The reason the Smith carpet wears longer than all other carpets is because it is made better than all other carpets. 'Nough said.

Plate No. 9.

ment in favor of trade-mark advertising. In this respect, he simply suggests that there be a combination of trade-mark advertising, and fresh advertising, the trade-mark appearing with the fresh advertising part of the time, appearing by itself part of the time, and not appearing with the advertisement the rest of the time.

The typographical appearance of the street-car card must receive as

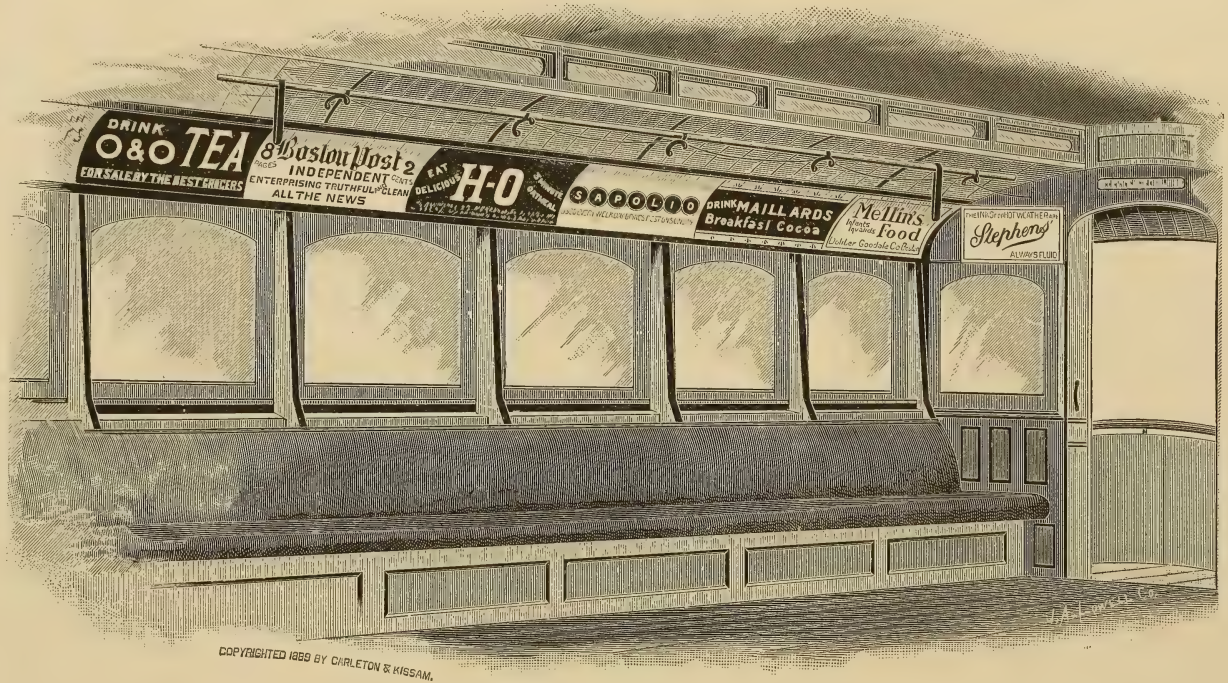
Good Morning, My Dear!

How shabby your shoes look. Ten cents of your money, two minutes of your time, and folks will think you have a new pair of shoes every morning. Everybody sells Smith Shoe Dressing.

Plate No. 10.

much importance as the wording of the lettering itself. In street-car advertising typographical appearance is vitally essential.

The finest grade of bright lithography, strikingly bold and simple, and



Interior of Street Car, illustrating the usual effective arrangement of street car advertisements. Taken from a photograph.

letter press combinations of color, more than pay their additional cost in effectiveness.

The reader is referred to the chapter headed "Signs," which especially bears upon this subject.

The man who spends six dollars for street-car advertising, and five dollars for the production of the advertisement, is as foolish as the man who feeds his trotting horse upon sour oats and cow fodder hay.

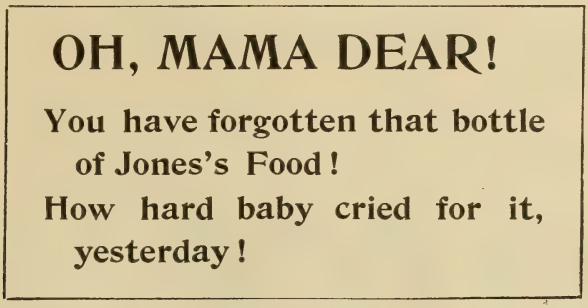


Plate No. 11.

ADVERTISING ON THE NEW YORK ELEVATED RAILWAYS.

IT PAYS
TO ADVERTISE WHERE
IT MUST BE SEEN
EVERY DAY.

700,000 PASSENGERS CARRIED DAILY.

Three Distinct Lines
running the entire length
of New York City.
1,000 Cars. 173 Stations.

Manhattan Railway Advertising & News Co.

35 MURRAY ST., NEW YORK.

In making your estimates for advertising don't forget street cars if you want to be

"In the Swim."

This kind of advertising appeals to all classes; is the cheapest for circulation covered of any known medium, and knows no morning, noon, nor evening editions, but, like the brook, it

"Goes on Forever."

You, of course, wish it attended to by a concern who will do it right.

CARLETON & KISSAM

At present control over **6000 Full-time** cars in principal cities, all equipped with the Patent Concave Rack, giving uniformity of display.

For Rates, Folders, etc., address

CARLETON & KISSAM.

PRINCIPAL OFFICES:

50 Bromfield Street, BOSTON, MASS.

Times Building, NEW YORK.

BRANCH OFFICES:

Chicago, Providence, Rochester, Buffalo, Newark, Columbus, St. Paul, Cincinnati, and Minneapolis.

IF you want to advertise with profit to yourself, and confer a benefit on your fellow men, place the ad. where it will be seen, that "He who runs or rides may read." A few words judiciously placed will catch the eye, while a string of phrases are ignored. This is the experience of H. L. Ayer, 8 Hawley St., Boston, Mass., who has made a specialty of street car and elevated railroad and station advertising for the last ten years, and refers to the leading advertisers of this country and Europe to prove the truth and success of this statement. Patrons sending a line to the above address will be waited on promptly and furnished details.

Advertisement Writing

"'Tis not so much how much is said — 'tis how it's said"

THE man who frames an invariable rule to govern his advertisement writing is simply a fool.

An arbitrary principle may be strictly adhered to in railroad building, even to the always uniform size of the regulation bolts and screws, and the curves and gullies provided for years before the first blow of the pickaxe, but no man has been born who can back his claim of right to dictate a set policy, or to run a string of fixed regulations, for the writing of all advertisements.

The author has given many years to constant practice, and has prefaced those years with the hardest preparatory training, and kind friends have been known to speak well of some of his work, and its results; yet, to-day, he does not know how to write an advertisement which he would dare present as representing a style, or principle of advertisement writing positive to improve with the age of even six months.

The advertisement writer is but a counterpart of the physician. He does his best. He brings his special education, long practice, and conscientious desire to his labor — to more often succeed than to fail.

One can no more formulate a definite plan of advertising composition and style, before being filled with the knowledge of the to-be-treated article, than can the physician write his prescription before feeling the pulse of his patient.

Advertisement writing depends as much upon surrounding conditions as is the mercury dependent upon the temperature for its rise and fall.

A style which will raise garden seeds might bury pianos.

Lot's wife is a good trade mark for a corn beef man, but a mighty poor one for a Vermont dairy.

The best kind of an advertising plan for a hotel or steamboat is not always effective for any other line of business.

Some good style, with the best writer of it, may make a fool of the writer, and positively injure the goods advertised, by the silly persistence of continually using it.

That which is fresh and wholesome to-day, is often very stale and unattractive to-morrow.

There has never been invented a style of advertising which grew better with age.

An intelligent handling of all good styles, with as many original ones as can be thought of, one at a time, is a hundred times more effective than any continuous one, no matter how good it may be.

There are several kinds of originality, of all degrees of quality.

Any idiot can be original.

Sensible originality is the only kind marketable.

Years ago, big type, bold-headed statements, and hackneyed sentences, filled the advertising columns of the newspapers, with about as much art and refinement about them as there is melody in bedlam.

Then came a change.

The reaction has created a whirlwind of businesslike and unbusinesslike art, and advertising lore.

Story writers and poets turned their attention to the profitable field of advertisement composition, until a part of the better class of advertisements are made up to satisfy the taste of the members of the Monday Morning Club, or of the Authors' and Artists' League.

Many professional advertisement writers have jumped as far above the people as they were once beneath them.

An advertisement is a simple announcement of something to sell, coupled with more or less of an appeal to somebody to buy it.

The man who expects his good advertisements to sell his goods without salesmen or agents is as foolish as the man who expects the salesman to make sales without the preliminary skirmish which advertising always makes.

The advertisement and the salesman together fight the battle of trade.

Because one does a style of advertising, which, continued for a century, pays, is no argument that intelligent variety would not pay better.

Advertising generally pays something, even when handicapped by botch work. Give it half a chance, and it will bring in results. It is often a question of making it pay better.

The great criticism in advertising is too little space, and too much matter.

Many a man attempts to tell the story of his trade within the measure of an inch. He can't do it.

An advertisement, pure and simple, consists entirely of the advertisement in the newspaper. Such an advertisement will very likely bring in many inquiries for a ten cent chromo, or a box of flavored toothpicks, but if the advertisement announces regular goods of trade there is little or no chance of the advertisement being a direct means of direct selling.

Advertisement writing is simply a part of business management, or rather of business capital itself. Successful advertisements must dovetail and harmonize with every department of business. The more advertising done, the more business should be shaped to meet that advertising, that it may work in conjunction with it.

The coat on the office boy, the letter-head in the book-keeper's drawer, the store furniture, the lights, the show windows, are all accessories before, or after an advertising fact.

If an advertisement be cordial, and have in it the essence of truth, it is absolutely necessary that the reception to the possible customer should be as cordial and as honest.

Change of advertisements is absolutely necessary.

No advertiser should allow the same advertisement to appear more than a few times, unless the advertisement be a card, or giving such definite information that it is necessary to continue it indefinitely.

Only the cheap newspapers object to resetting advertisements. The leading publications would rather reset them than not, because the proprietors of leading papers not only have the facility to reset advertisements, but are ever anxious to make their advertising columns pay their advertisers.

When the advertiser can think of nothing new to say about his article, let him send a courteous note to the publisher requesting him to reset the advertisement in a style far removed from that then appearing.

The sense of experience, where experience has built its right to dictate

by experimenting with all experimental styles of advertising, has labored hard in proving that the strength of advertising is in the change and novelty of it.

The advertisement which reads

BEST PIANOS

at

JOHN SMITH'S

undoubtedly has a certain amount of business-bringing in it, but it can never do as much good for John Smith as it would if he had something else to say about his pianos than that they are "the best."

The discipline of experience teaches constant change of style in advertising. It has made one believe that no one style of advertising, no matter how profitable or how much it be recommended, is worth anywhere near as much as it was when it was new and fresh for the advertiser.

Whether the style be modern, or that of the poster style in the backwoods weekly, it cannot retain for the advertiser who uses it the full vigor of business-bringing strength after it has run the course of a year.

The Pica reading-letter style of advertising has paid, it is now paying, and it may continue to pay for ages, but it cannot be worth as much as it was when its brightness was undimmed by age.

The man who advertises by descriptive matter this month, had better advertise by more open matter next month.

The man who has persisted in the primer style of advertising for three months can well consider the advisability of hunting up some new style for the next three months.

The primer style is good. It was invented by one of the brightest advertising experts which the world has produced. It was presented to the American reader at a time when advertisement writing was going back to the conventionality of the Dark Ages. The public was delighted. Something new under the advertising sun had come to it.

The well-written primer, particularly that written by this genius in primer writing, is a work of business literature.

Any advertiser can to great advantage use the primer style, but he should not persistently use it, after it, good as it may be, becomes a catalogued chestnut.

No man thinks of keeping on his counters the same goods arranged in the same way, indefinitely. The shrewd business man buys new goods, or rearranges his old ones. He is constantly changing things so to be up with the times, if not a little ahead of them. He is putting down a new carpet in his office, white-washing his walls; — up goes a new sign; — perhaps he is building a new store.

The quantity of business sagacity is shown by the ever constant endeavor to make people see that the business man is attending to business, and ready for more business.

There is no part of business which so absolutely requires constant change, originality, different style of expression, and manner of expressing it, than does the advertisement.

Because a man has always done business under gas light, is that fact a good argument against the electric light?

Is there any sense in persisting in one line of action without branching from it sufficiently to discover other lines or branches, which although not of material change, are sufficient to attract those people who have never before been reached?

Radical changes are dangerous. The business man who has made a success working along one path, had better keep his feet in that path until they step off of it forever, but the feet can be in the path, while the arms are reaching out for newer and fresher things, while the head is bobbing from one side to another, inhaling the higher air of enterprise, sending to the feet a new circulation, born from the mother of the times.

The old fogy idea of persistently following in the old ruts, because the old ruts have held the business, is absolutely sure to bring no new business, and it even may not hold the old.

The house which can get new business is generally the store which holds all the old business.

The man who is advertising in a dignified way, need not, for sake of change, advertise in an undignified one. There are as many kinds of dignity as there are of anything else.

An advertisement is that which a man sends out to ask the people to come to him. Would the same man think of asking his wife's sister on Monday to "Come to see us;" on Tuesday to "Come to see us;" and repeat the same hackneyed invitation for the balance of the week, and so

on until the woman dies, or comes to see him? If the same man ask the same woman to come to see his family on Monday, and if she does not come Monday, to say to her on Tuesday, "We are going to have strawberry shortcake for supper, why not drop around to see us?" he adds an inducement which appeals to her palate. If she does not accept it, on Wednesday he may say: "My wife and I are going to take a ride to the Falls; would you like to accompany us?" Here he adds still another inducement, something which appeals to another side of her natural desire. The plain invitation is still there, but so framed that it becomes interestingly cordial. It is simply a different way of saying the same thing, with the weight of the invitation increased by its attractiveness. The advertisement is nothing more or less than this sort of invitation, only it is more general; but it must be varied as often as any other invitation, to attract the new, as well as to hold the old.

The advertiser who finds his advertising is not drawing, had better investigate the fault in himself before he investigates the fault in the paper, or that in the not-yet-come-to-him customer.

On general principles the more space an advertiser takes, the more people will read his advertisement; but it makes no difference whether the space be one inch or four pages, change of style is just as necessary as is change of collar and cuffs on the clerk who stands behind the counter.

Advertise the goods for sale, not the men who sell them.

Beyond a few of the great concerns, which are in themselves of Barnum-like conspicuousness, whose names are trade-marks of business, the firm name is worth comparatively little beyond its good reputation, its age, and the enterprise attached to it, all of which accumulate intrinsic value, but none of which justify bill-board advertising, nor is it necessary that the name should be at the top, in the middle, and at the bottom, all together in any one advertisement, set in type of the largest size, at tremendous sacrifice of good space, and acting as a direct handicap to the salability of the goods for sale.

The following advertisement is taken from one which recently appeared in a New York daily paper. The original advertisement occupied twelve inches space, set in six inches double column. It is reproduced, somewhat in proportionate facsimile. While this advertisement is considered worse, both in the arrangement of words and typographical appearance,

there are many, more poorly written, and more clumsily put together advertisements.

G. JONES,

44 JONES STREET,

WILL PLACE ON SALE, MONDAY, UNEQUALLED VARIETIES OF

FINE CARPETS, ORIENTAL RUGS, MATTINGS, UPHOLSTERY and FURNITURE

of every description, for city and country residences at extraordinarily low prices. Also the following *Special Bargains:*

(Second Floor.)

SOLID OAK SIDE TABLES, with Metal Trimmings, and OAK BOOK-CASES, with Glass Doors, at $10.00 each.

OAK ROCKERS, handsomely carved, from $14.50 to $22.00 each; reduced from $25.00 to $35.00.

Main Floor.)

IRISH POINT LACE CURTAINS at $7.50 per pair; reduced from $10.50.

IMPORTED CHENILLE TABLE COVERS, two yards square, at $3.00 each; reduced from $4.25.

FURNITURE TAPESTRIES, at $3.50 per yard; reduced from $5 50.

FURNITURE SLIP COVERS, elegantly cut and made for suites of seven pieces, material included, at $8.50 per suite.

Orders for reupholstering Furniture executed at low prices.

SOUTH AMERICAN HAIR MATTRESSES

AND INODOROUS FEATHER PILLOWS.

Furnished at Very Low Prices.

Shades A Specialty.

G. JONES,

44 JONES STREET.

Plate No. 1.

In Plate No. 1 the name of Jones, and his address, appear twice; once is sufficient. The name occupies about ten times too much space, and

there is about a dozen times too much matter in the advertisement, particularly considering the small space it occupies, and altogether too much in the way it is arranged if it occupied a page. There is no necessity of speaking of furniture being adapted to city and country residences. Nowadays all furniture is adapted to in town and out. It frequently is a good thing to advertise goods for city use, and goods for country people, but they should never be advertised together. There is absolutely no sense in designating the floors, and what is on them. Nobody cares about the floors. People will read this advertisement, for some of them read every advertisement, but about one quarter as many people will read it as would read it if it appealed to something which they wanted specifically, not generally, carrying with it suggestion of household, or personal need.

The firm name should not occupy more than a very limited space. It had better be at the bottom of the advertisement, in small type, than at the top in any size of type, although certain firms believe that there is advantage in keeping the firm name at the top, in some distinct and characteristic lettering, assuming to act as a sort of trade-mark.

If the name appears at the top it should not appear at the bottom, and the firm name should seldom appear more than once in any advertisement.

If the advertiser has something to suit the necessities of the people, and his name be printed in the smallest type at the bottom of the advertisement, the reader will find it.

The advertiser who argues that his name should be in the largest type, in order that the people may not forget he is advertising, simply shows his poor opinion of the effectiveness of advertising. Better make the style of the advertisement characteristic than the size of the type in the firm name. If the advertisement has anything in it worth reading it will be read, and the advertiser's name discoveréd.

Plate No. 2 is the advertisement rewritten and reset in a way which is supposed to be more effective, with only one article announced.

One point the advertiser must never forget: never use a mystifying or difficult to pronounce name for anything.

If buyers cannot easily pronounce the name, they are not likely to ask for it.

Do not set before the prospective reader more than he will read.

A steady, small stream will fill the bucket to the required fulness.

A stream larger than the bucket will fill it, and slop out half of the contents.

There would not be the slightest objection to cramming the advertisement, if the reader would digest it; but the trouble is the reader will not even taste enough of it to learn its flavor.

An advertisement is a silent drummer; and people in general imagine

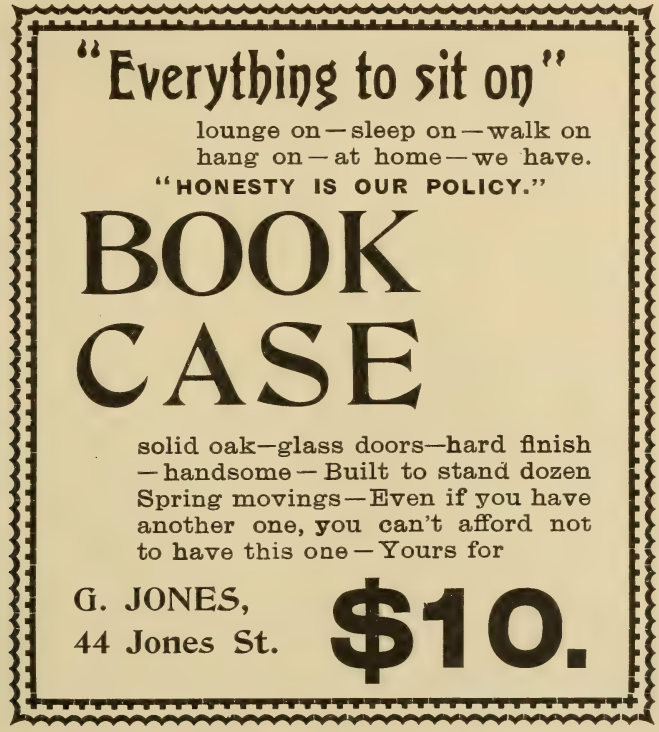


Plate No. 2.

themselves to be opposed to drummers; and there is certainly an appearance of objection with a proportion of most folks against advertising in general; consequently it is absolutely necessary that the advertisement should be so written, that the reader will absorb it before he has time to remember the conventional apathy he may suppose he possesses.

The wording of an advertisement frequently rises to the dignity of sound

literary character; indeed, it is easy, if one possess the ability, to throw considerable sensible literary work into the construction of a single headline; and right here it is opportune to say, that the average business man considers himself too much occupied to give the time to the proper construction of effective advertising.

It is no depreciation of a business man's ability to say that few have, or can have, in justice to business affairs, the trained knowledge sufficient to make the advertisement as effective as it would be, if he should possess that which the present business methods have so far refused to teach him.

It is not intended to imply that the business man can not write, or learn to write, a good advertisement. He can so learn, if he will but give intelligent attention to this essential department of his business; and any business man, no matter how busy, to be a successful advertiser, must study the methods of advertising thoroughly and carefully, or else engage the professional services of some one competent to write and direct his advertising.

In many cases the employing, regularly or occasionally, of such trained assistance, is to be recommended.

The average shoe clerk can write a better shirt advertisement than can the maker of shirts. The shoe man is not handicapped by technical shirt fact. A shirt to him is a means to an end. He will write only that about shirts which interests the shirt wearer. He is the buyer of shirts. He knows what a shirt should do.

Because the advertiser will read his own advertisement, and it pleases him, and his wife, and his doctor, his book keeper, and his office boy, there is no reason for claiming that the "don't-care" public will notice it.

No more think of crowding your advertisement into crowded space than of crowding salesroom.

One sentence of crisply printed words is far more effective than a conglomeration of catalogue prose.

It is all well enough to use small space, if you can hire folks at a reasonable price to look at it.

The value of a well written advertisement can hardly be over estimated.

There are plenty of cases on record where the composition of a single effectively written advertisement has been worth several hundred dollars.

The idea, resulting in the words,

"Fanny Fern writes for the Ledger,"

as applied to the advertising of that famous national publication, was the lightning stroke of genius. These words alone were made to fill entire pages in the leading daily papers, and America wondered at the extravagance of space, and bought the Ledger.

If head-lines be used, and they are recommended for nine-tenths of the advertisements, the burden of the advertisement hangs on the head-line.

There are some lines of goods which occasionally require extended description, but when long descriptions occur it is well not to have them run more than once or twice in succession; and the intervening advertisements should be particularly short and crispy.

The advertisement of many things can be sub-divided, so that each article has a prominent identity.

Books are published to be sold, and are sold. The purchaser buys the book because he wants to read it, and yet every attention is given to the typographical make-up of the book, to have it set up in clear, readable type, with plenty of space between the lines, and frequent paragraphs.

If so much attention be given to the typographical appearance of that which will be read somewhat irrespective of its appearance, should not more care be exercised in the construction of the advertisement, to induce people to read that which they imagine they do not really care much about reading?

The common form of writing advertisements is to put big statements into big type.

Generally a statement cannot be too broad and strong, if it be true.

There is no objection to using very large display type, provided there are not too many similarly prominent lines in the same advertisement.

Many large type lines should never be close together. They should either be separated by blank space, or by printed matter in small type.

The value of large type is dependent on its contrast with the type preceding or following it. Frequently the smallest type, by its very minuteness, if there be no large type in the same advertisement, makes nearly as conspicuous a line as one set in the largest type.

In the majority of advertisements, display lines are used, and probably always will be used. They may not look artistic, but there is no denying that there is a business look about large type, which cannot be readily produced in any other way.

An advertisement can be instructive in a general way, so as to contain positive information, which will be read and looked for, and which cannot be read without the substance of the advertisement permeating the remotest recesses of the reader's brain.

Direct advertising is generally better than indirect, but a combination of all of the methods is the most effective, and the advertiser should strive to follow a style of advertising different from the common style prevalent in his territory.

The personal letter form of advertising, which tells in a gossipy, sprightly style, with more or less of description, of the goods offered for sale, is to be recommended for frequent use. In this style of advertisement use few paragraphs, a modest heading, or no heading at all, and Old Style Roman, or Full Face type, is generally the best style of type to set it in. The size of the type should not be smaller than will comfortably fill the space, unless the advertiser be willing to pay for considerable blank space, at the top and bottom of the reading matter. The blank space is not wasted, for it not only helps the typographical appearance of the advertisement, but, by seeming to make the advertisement so brief, increases the chances of its being read.

The negative form of writing advertisements, that is, apparently running down the advertiser, provided it be done so that it is plainly intentional, is occasionally beneficial.

For instance,

> "Brown makes the best candy out of the poorest molasses;"

or, the dry goods dealer might announce,

> "The poorest calicoes at the highest prices. No attention paid to customers. Shrinkable ginghams warranted not to wash. Ten thousand handkerchiefs, not worth five cents apiece, at twelve dollars a dozen."

This class of advertisement must be written in the broadest style of exaggeration, and should appear not more than a few times during the year;

and never should be used at all if the advertiser have doubts about the way the public will understand it.

If the advertiser or writer possess a humorous vein, he can often use it to advantage; but before attempting anything in this line, he must be sure that his humor is genuine, not imaginary. No matter how good the humor is, the shorter it is the better; and the advertisement should be all humorous, or not humorous at all.

Rhymed advertisements are often effective, and as they are little used, have the appearance of originality. But if reputation be valued, do not indulge in this sort of advertising, unless the services can be secured of one versed in the art of versification. Poor prose is bad enough, but poor rhyme is an abomination.

Avoid the everlasting typographical harangue about bargains. The public is thoroughly tired of reading about that which doesn't often exist, and is seldom recognized when it does. Nobody has the slightest confidence in a bargain store,— the name itself is a libel on truthfulness.

The man who advertises impossible bargains, and goods at less than cost, would find it would improve his advertisement, at least in a novel way, to print

LIE, LIE,

at the top of the column, for that is exactly what everybody believes that sort of a sale amounts to.

The old phrase of "less than cost" has helped to cost many a man his reputation and business. No sensible merchant does business on that basis, and printed claims that he does so are transparent lies, pure and simple; and the public, be it ever so ignorant, scents a printed lie, the more so when it is surrounded by a nest of misleading, extravagant statements.

Bargains are the chestnuts of trade, and less-than-cost goods parodies on nothing.

Business is done to make money; everybody knows it; and it is useless to attempt to deny principles of trade.

A truthful advertisement is worth a value in any market; a falsifying one is a business boomerang, bringing loss at the rebound.

There is no objection to a moderate amount of talk about low prices,

but do not talk too much on that score, for folks will not believe you, even if you are telling the truth.

Good goods at fair prices, attention being directed toward the quality of the goods more than to the price, will do more good in any market than a long-winded harangue on less than cost, and that sort of nonsense.

Many business men believe in, or at least practice, the advertising

---

Mrs. JOHN SMITH

Respectfully announces an Opening, on MONDAY, May 25, of a choice line of French Goods, just arrived via steamship William. The importation consists of many beautiful novelties in French Pattern Hats, Bonnets, etc., while the assortment of Flowers is the choicest displayed this season, many of them not to be duplicated. Some exquisite Class-Day Hats will also be shown, which surpass all former efforts in this line.

MRS. JOHN SMITH,

492 and 494 Blank St.

Plate No. 3.

doctrine of doing by their neighbors as they would that their neighbors should not do by them. Not satisfied with expostulating on the merits of their own stock, they spend half their valuable time in digging out the faults in their neighbors' goods, and the evil which exists among their competitors. These men advertise selected affirmatives about themselves, and selected negatives about others. This sort of advertising never has paid for any length of time, and never will pay. The people care about the quality and price of the goods presented, and even though they may be

somewhat influenced by comparison, they are never gulled by advertising black-mail.

Do not copy neighbors' ideas. Each advertisement should be new and fresh, and it is well to preserve an identity in all of them easily recognizable as peculiar to the advertiser.

The perfection of advertising is in its oneness.

A conglomeration of the goods for sale in the store is just as sure not to bring business as the printing of the entire inventory of the goods.

People will look at one thing when they will not look at two, and people will see one thing when it stands by itself when they will not look at the same thing when it stands with others. This is business sense and applies to everything, as well as to advertising.

Drive one nail at a time, and drive it well — it will clinch itself a great deal tighter than if you try to drive two nails with one hammer stroke.

Plate No. 3 illustrates an opening announcement. There are hundreds just like it, a good many better, and some a good deal worse.

To the people who do not know Mrs. Smith, and the business she is in, who are not familiar with her reputation and the quality of goods she sells, this advertisement, unless read through carefully, is absolutely worthless. There is no reason to believe that those who do not know Mrs. Smith will take the pains to wade through the advertisement, consequently the only good the advertisement does is to remind those who know Mrs. Smith that she is alive.

Plate No. 3 is rewritten to illustrate, by Plates Nos. 4 and 5, two styles of advertising style, without the filling.

Both of these styles can be set in any good newspaper office.

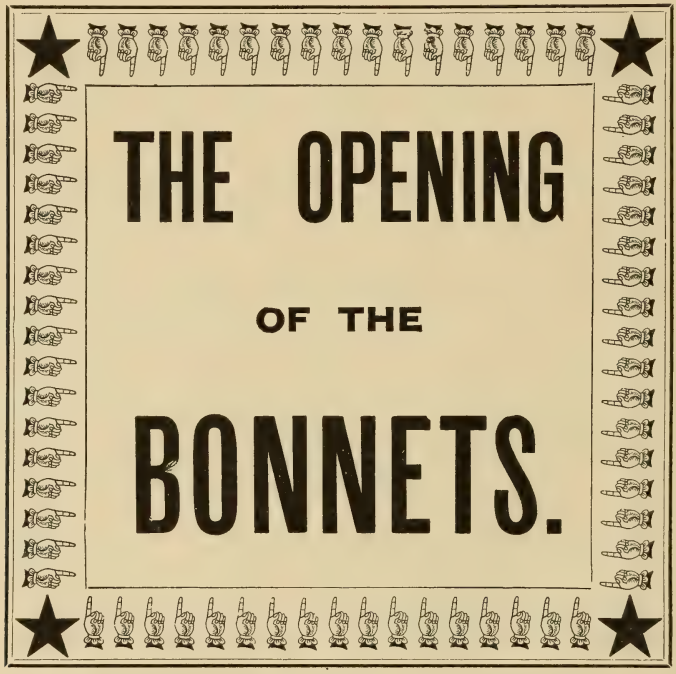
Let the advertiser paste the following in every hat he owns:

It amounts to little whether the advertisement pleases the advertiser or not. It may be a literary production worthy of literary recognition; it may be a combination of words so beautifully put together that the Monday Morning Club will discuss the beauty of its sentiment; it may read like a poem the minister is willing to recite in his pulpit; and yet it may not have in it that business-bringing quality which alone can bring business.

Many an advertisement which contains but a few words, which seems to be sawed out with a rusty saw and nailed together with a broken hammer, which appears to have nothing in it in the way of art, may contain the germ of business-bringing. What the people want, not what the adver-

tiser wants, so long as he keeps within the bounds of respectability. Because he likes certain expressions, because his wife admires his beautiful style of word-painting, are no reasons that his printed words contain business-bringing quality. He better not present them to the public unless the public will reciprocate with business.

The golden rule of advertising is to advertise one thing at a time, and



Descriptive matter should follow the frame.

Plate No. 4.

only one thing, with, of course, certain legitimate additions which come in as directly connected with the particular article; for instance, shirts and drawers may be advertised together, likewise collars and cuffs, molasses and syrup.

The advertiser seems to be afraid that if he does not advertise all he has got, people will not buy all he has. No theory stands upon falser bottom, for no writer can describe the goods of any store, unless it deal

exclusively in one specialty, without using the space of a dictionary to describe them in, and dictionary space is not good advertising. Such advertisements, no matter how comprehensive they may be, and no matter how good they may seem as pure literature, are at best a collection of good things so served to appear like a conglomeration of chaff.

- - Know all Women - -

that the French steamship William has arrived with 50 cases of exquisite designs in beautiful hats and bonnets.

- - Hats to Improve - -

the lovely-plain, and the classically beautiful faces. You are cordially invited to make yourself at home in our cosy

- - Bower of Fashion. - -

Plate No. 5.

An advertisement of neckties, although it does not mention shirts, will help sell shirts.

The man who advertises shirts, neckties, collars, cuffs, dress goods, hats, caps, boots and shoes, and other things, all at the same time, can be positively assured of making no impression upon any one, nor can he have the

satisfaction of feeling that he has directly or indirectly pointed out anybody's needs, or suggested to any one that he has something which they ought to have.

The advertiser who advertises a particular kind of shoe, or a particular kind of shirt, or a particular kind of dress pattern, or anything else in particular, can be assured that his advertisement will catch the eyes of all people in particular need of those particular things, and the people are liable to call at his store, to see that which he has especially advertised,



Plate No. 6.

perhaps to buy, and very likely to purchase a great many other things well displayed, or which his shrewd salesmen suggest to them.

If a man have a cold, the line

"Stop that cough"

will gain his attention, while the line "Brown's Syrup cures all dis-

eases" will pass by his intelligent attention, even though he may read in the advertisement that Brown's Syrup cures a cough.

The woman who is out of sheeting is more likely to go to the store which on that particular day advertises sheeting only, than to the store which advertises everything including sheeting.

There is no objection to a line at the bottom of the advertisement, stat-

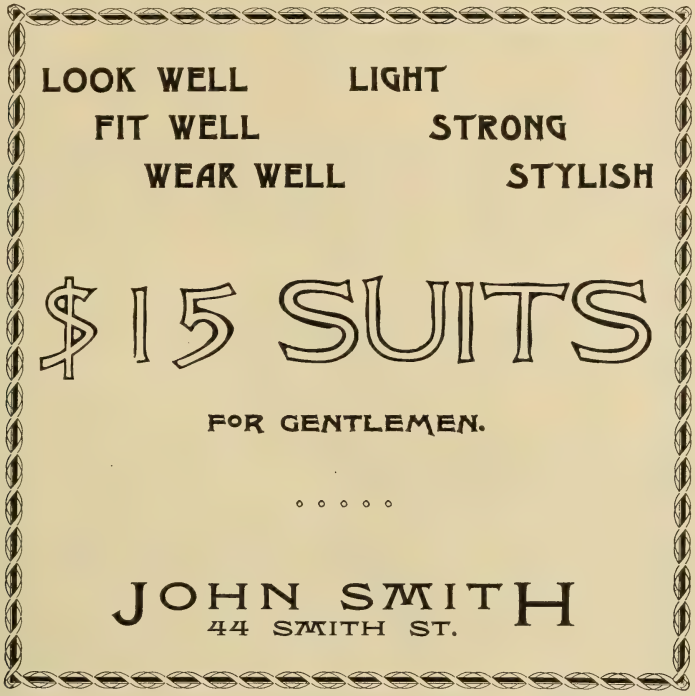


Plate No. 7.

ing that everything is for sale, but it is decidedly objectionable to make the advertisement general, for general advertising is like scattering shot, which kills mighty small game.

The same newspaper advertisement should seldom run more than twice without change; better change it every time. If something new cannot be picked out, rewrite the old. If you cannot think of anything new to say, reset the old advertisement in different style.

Plates Nos. 6, 7, and 8, contain exactly the same words, but are set in three distinct styles, typographically.

Fifty words inside of a man are worth five hundred words outside of him. Better impress the reader with one word, and impress him well,



Plate No. 8.

than to throw at him a wordy flood which he will not read, and if he does, will not retain enough of it to remember that he has ever seen it.

Make every advertisement readable.

Remember that the advertisement should be written for the eye of the reader, not as a means of personal gratification to the advertiser.

Do not have half the advertisement blow, the balance bluster.

Have all of the sentences short, and complete.

Always see a proof of the advertisement.

Brevity is the soul of advertising, as it is of about everything else.

Writing Puffs

"Of news and business rightly mixed"

THE constructor of the pioneer newspaper advertisement very naturally conceived the idea of producing a reading notice to accompany it, and engineered the printing of the earliest commercial puff.

To France is due the origin of the word *puff*.

Among the French, years ago, a certain prevalent style of head dress was called *pouff*. In arrangement it consisted of the hair of the head raised high over cushions of horse hair, and ornamented with objects indicative of the taste of the wearer, or to display historical incidents which had occurred in the wearer's family.

The Duchesse d' Orleans, on her first appearance at Court after the birth of a son and heir, adorned her pouff with the representation of the nursery, the baby, a cradle, the nurse, and a basket full of playthings, all exquisitely executed in gold and enamel.

Madame d' Egmont, the Duc de Richelieu's daughter, after her father had taken Fort Mahon, wore, in commemoration of the event, on her pouff, a little fortress worked in diamonds, with mechanically working sentinels, run by clock-work.

This advertisement of personal victory appears to be the origin of the present word *puff*, which is now applied to that class of reading matter in the newspapers.

The use of the puff is perfectly legitimate, and its universal use the best evidence of its importance.

There is no class of advertising more abused than the apparently harmless reading notice.

It is generally assumed by the advertiser that he is entitled to reading notices, free of charge, if he be a regular advertiser.

Many publishers have offered to him unlimited reading notices, as a sort of bait to get his advertising, consequently he has, by this over-generosity, become unappreciative of the courtesy.

The value of an advertising medium can frequently be determined by its unwillingness to print promiscuous reading notices.

Every particle of space in any publication, whether in the advertising columns, in the news columns, or in the literary columns, is merchandise, as much so as hats, overcoats, or pianos.

The publisher has no more right to consider his space anything but merchandise than has the merchant a right to claim that his stock in trade is for free distribution.

When the stock in trade is worth nothing the merchant is willing to give it away.

When the advertising space is worth nothing the publisher is as willing to give it away.

Good advertising space, like good merchandise, is worth a price in any market, and will bring that price if handled in a businesslike way.

The liberal advertiser is entitled to courtesy if he shows courtesy in return. He must remember that reciprocity is the life of business; that he cannot receive unless he gives; that the publisher is of as much value to him as he can be to the publisher.

The value of a reading notice is reckoned almost wholly in its value as a news item, or an item of interesting reading.

If the reading notice is nothing more or less than an advertisement it is unworthy of a position among the news, and if it is found there, it indicates, generally, that the reading matter space of the paper is worth comparatively little.

The plan used by several newspapers, of printing the puffs all in one column, interspersing them with alleged news items, or miscellany, gives to such advertising puffs comparatively little value, certainly no more value than an out and out advertisement. Such special notice departments are recognized as paid matter, and the major part of the notices are of a class frequently below the line of respectability.

The fundamental principles of direct advertising apply conversively to puffing.

Puffing, to be worth much of anything, should be indirect. The line,

"The best goods are at Brown's,"

are hardly worth the paper they cover in the newspaper.

If the business of the puff is transparent, then the contents spill upon rocky ground.

The puff should be news of some sort, with as much cat-in-the-meal about it, as it will absorb without showing it upon the surface.

For instance, a dry goods store is advertising attractions in cottons. If the item in the local columns of the newspaper says that

"Brown's cottons are unequalled, and everybody should buy them;"

practically no benefit is derived. But if the item read that

"Truckman Smith's largest wagon was obliged to make four trips from the depot to convey the first shipment of Brown's cottons;"

or that:

"One of the largest wagons in town passed up Main Street four times yesterday, loaded with cotton cloth, each package being marked Brown & Co.,"

the people read the item as news; and nine-tenths of them believe it to be news, uninfluenced by the advertiser.

Of course a puff is instantly recognized by the experienced advertiser, but the experienced advertiser is in the vast minority.

It is only necessary to so regulate the substance of the puff that none save the experienced will readily discover the intentional import of it.

If the puff should be recognized as a puff, provided it did not contain mis-statement, no injury is done, save that a large proportion of its value to the advertiser is lost.

There is not a great deal of benefit to be derived from the disappointment, or surprise, sort of a puff; that is, the article which opens upon some readable subject, interests the reader at the start, continues the interest, and climaxes it with a bald-headed reference to the article advertised. Such a puff disgusts the reader, and is very liable to counteract the intention of its writer.

Dealers in almost everything, can, by a little ingenuity and time, invent and prepare reading notices containing matter of sufficient interest to

give excuse for their appearance in the reading columns of the newspaper.

Any editor would rather print a dozen fairly interesting reading notices than to print one regular out-and-out puff.

One interesting reading notice is worth a dozen puffy puffs to any advertiser.

So construct the puff that the puffy part of it naturally becomes a part of its substance without apparent intention. For instance the following is at worst semi-local news:

> "For over a month customers at Brown Brothers' dry goods store have noticed the huge pile of Himalayan shawls which rise from the shawl counter. Yesterday Mr. John Brown offered a half holiday to the clerk who guessed the nearest to the total retail price of the shawls contained in the pile. The guesses ran from $500 to $1,500, and Mr. William Williams won by a guess of $800, which was within $7.50 of the correct answer, the pile containing 201 shawls, with an average price of about four dollars, the cheapest shawl being marked $1.75, and the most expensive $12."

People will read the above item, and the local paper is glad to print it, yet it contains a most pronounced puff, calling especial attention to the stock of shawls at Brown Brothers' store; speaks particularly of the big pile, which will attract people; tells the average price of the shawls; the lowest price of the shawls; and the highest price; in fact, it gives about all the information desired, without appearing to give it at all.

No store can exist which is not equal to creating newsy puffs. The motion of business is constantly turning out newsy items, which simply need collecting and adapting, to answer the triple purpose of being acceptable to the newspaper, reader, and advertiser.

One two-line squib in the news columns is worth a dozen in the regular column of puffs.

Keep out of the company of puffs.

Have all the puffs so newsy that they are worthy a place with the news.

Have nothing appear in the reading columns of the paper which can disgust the sensible reader. There are some people in every community who will be disgusted at anything. It is useless to attempt to avoid their

criticisms, but it is essential to avoid the criticisms of the average reader.

The puff in no way takes the place of the legitimate advertisement; it is simply supplementary to it, and without the regular advertisement, would be worth but little, if anything.

The character and standing of a firm can be very much increased by judiciously arranged puffs, and it can be very much injured by indiscriminate puffy puffs.

The extensive advertiser can obtain a reasonable number of newsy puffs in the paper in which he advertises, and a little care and attention by himself and employees will make it a very easy matter to construct as many of these newsy puffs as any local paper will feel justified in printing, and as many as it would be advantageous for the advertiser to use.

Testimonials are a form of puff, and, when occasionally used, very effective ones.

Testimonials must be short, and come to the point in a pointed way. If the writer of a testimonial does not construct it so that it is readable, in most cases it is better not to print it. Generally, the writer will not object to a reasonable amount of editing, that is, putting the testimonial into presentable shape.

Testimonials can be used in the direct advertisement, or can be printed in the news columns.

If the advertiser be able to write his own puffs, it is better for him to do so. If he cannot write them, it is generally easy to find some employee who has the ability of constructing news items. In case such an employee cannot be found, the editor will dash them off by the yard, but the advertiser should see to it that no puff whatever appears, unless he has seen the manuscript, or a proof of it. Many an editor, as a return courtesy, has written puffs which have been of direct injury, when the opposite was intended.

It is suggested that the advertiser request his employees to be on the lookout for items of business interest, conversations with customers, statistical articles, or anything else which would be of interest to the public.

Women clerks are particularly proficient in this line, yet any bright young man, with his wits about him, can produce two or three of these items a week, worthy of being printed.

The employer can not be too much impressed with the tremendous advantage to be gained by interesting his employees in his advertising.

Many an employee can write better advertisements than can the merchant himself.

Employees, as a general thing, see more of the average common people than can the merchant. They are more in touch with the people. They feel the pulse of the popular heart. They know more what the people will buy than the merchant knows himself, and their advice, suggestions, and help in the advertising department should be encouraged.

There is little value in a straight, out-and-out puff. For instance, a reading notice like the following is worth something, but not as much as it might be worth, and it cannot be made to appear in a first-class local paper because no such paper will say that one man's goods are the "best":

> John Smith & Co. are selling the best one dollar straw hat in the market. Now is the time to buy a hat. Buy one before the rush comes.

The above notice is thoroughly objectionable. It illustrates a general style of common puff-writing. To make over an item like this into a readable, interesting squib is a very difficult thing to do.

An attempt is made to convey the same idea in a more catchy way:

> A dollar hat is good enough for 'most Daltonites — particularly a Smith dollar hat. Mr. John Smith, of John Smith & Co., says there is a dollar and seventy-five cents worth of wear, and a dollar's worth of style in his dollar hat.

At a sacrifice of brevity the following may not be ineffective:

> **THE QUALITIES OF A STRAW HAT.**
>
> Some folks will wear a felt hat all the year round, a felt hat having no perforations in it, one of that kind of hat which absorb the sun's heat, make dark lines on the forehead, helps the hair off, produces premature baldheadedness, and constitutional headache. The earlier a straw hat is put on, the better. Most folks wait too long. Good sense says, "Wear a straw hat as long as you can, a felt hat as little as you can." Don't wear one of those stiff, heavy straw hats; they're almost as bad as a stiff felt hat. Be sure to buy a straw hat which conforms to the head; which is easy; in which the air can circulate; with

the brim wide, to keep the sun's rays from striking the eyes. This is the kind of hat that John Smith & Co. make a specialty of; a truly hygienic hat; a hat to wear all the season long, and be good for the next season, and perhaps the season after; looks well on the head; fits well and feels well.

There is good advice in an article of this kind; every word of it is true; it appeals to the common sense of a man; it is liable to make him wear a straw hat sooner than he would otherwise; and what is more, it may convince him that John Smith & Co. sell the kind of hat he wants.

Items containing prominent names are always read with interest, but the advertiser must be careful not to mention names of parties who would object to the notoriety.

No advertiser can afford not to be on good terms with the local editors. Even in the large cities it is possible to be on the most intimate terms with business managers of the leading papers.

If advertising is worth anything, and every man knows it is, the medium which makes that advertising valuable is worthy of every consideration.

Advertising notices which are purely and simply puffs have no more value than a straight, square announcement in the advertising columns. No matter how true the puff-statement may be, it is backed by nothing except the man who makes the statement.

A reading notice which contains news, and indirectly, or even directly, speaks of goods for sale, is the kind of reading notice which always has done good, and always will do good, for it carries with it the weight of the goods, and the weight of the paper printing it.

Every local newspaper will print news, and if a man is a regular advertiser, it will let him smuggle into that news a certain amount of advertising, but the news must be the one great point in the reading notice, for the stronger the news is, the stronger will be the advertising value in the puff of news.

The advertiser should make every effort to force news into the papers. He should issue letters to his clerks, requesting them to write out little items of business news every day, to be forwarded to some department, and he should make it an object to his clerks to write these items of news.

The merchant would be surprised to find out how much advertising intelligence and brightness there is among his clerks.

Many an office boy can suggest things which the merchant has not time to think of.

The average store of size can produce two or three newsy business items a day, after the clerks are stimulated to give attention to this department.

Every clerk should be interested in the advertising; it is of the utmost importance, he should know what the firm says in its advertisements that he may be the better able to talk about the goods.

General names of purchasers cannot be mentioned, as the better class of purchasers do not care for that kind of notoriety, but general remarks can be made which are of a newsy character.

The following samples of puffs are presented as aids in writing newsy local, or otherwise, interesting items, which will be acceptable to the average newspaper reader, are not too far removed from the news, or semi-literary, limit, to be consistently used by the newspaper, and which contain sufficient of the meat of advertising to be of benefit to the advertiser.

The samples are set in leaded Brevier type, to the measure of thirteen Picas, and consequently occupy more space than would the same matter when printed in the reading columns of the large city daily, which uses solid Nonpareil type for its reading matter; and about one quarter more space than they would in the Minion type of the few high-grade weeklies which use it; and about the same space as when placed among the locals in the average country paper, where Brevier type is generally used.

The substance of any one sample puff can generally be easily adapted to fit a line of business entirely foreign from the one mentioned in the sample.

The sample puffs have headings; headings are advisable but not essential. Some newspapers use headings for news matter extensively; some make up a majority of the reading columns in paragraphs, with few head lines.

The puff should be set to conform to the typographical "make-up" of the news arrangement of the paper.

These sample puffs are intentionally of conventional character. Over-originality, or unusual brightness, in puff writing, is liable to defeat its

intention. If the style of the puff is removed from the ordinary humdrum style of news composition, the business tone-inwardness of the puff may be apparent.

The Circus Tent.

Barnum's circus tent is the biggest tent in the world. If all the handkerchiefs in the handkerchief department of Smith & Co.'s store were sewed together so as to make one piece, there would be enough to cover two circus tents as big as Barnum's.

Underwear Changes.

Eminent physicians have decided that nothing worn during the day should be worn at night; that if one is liable to take cold, he or she had better wear, besides the usual nightgown, an under-flannel, but such under-flannel should never be worn during the day if it is worn during the night. The underclothes taken off should never be thrown into a chair, but should be placed, each by itself, and if possible where they can be thoroughly ventilated during the night. Smith & Co., appreciating the hygienic value of constant change in underwear, have introduced a very prettily-trimmed undershirt for ladies and gentlemen, to be worn with the nightgown, where it seems advisable to wear two garments during the night. These undershirts are made in several thicknesses and trimmed in many styles.

About Buttons.

Something like a million million of pins are made in the United States every year. Somebody says there are almost as many buttons as pins, but that somebody is wrong. Probably 250 million buttons would be about right. A visit to the button department of Smith & Co.'s store discovered that they carried in regular stock over 125,000 buttons, representing 300 varieties, the largest stock of buttons, probably, ever shown in Dalton. "Speaking of buttons," said Mr. Smith, "there is just as much style in buttons as in dress goods, hats and shoes. We have now in stock over 25,000 buttons, costing us on an average of ten cents a dozen, which we will gladly sell for four cents a dozen — good buttons, handsome buttons, but not exactly in style. Scores of women are coming in and buying these buttons, to keep them until the fashion changes, when they will have them ready for use, at merely nominal cost."

54 Cents for a Shirt.

Mr. Norton, of the firm of John Smith & Co., in a conversation with a *Herald* reporter this morning said that the average man of Dalton paid 54 cents for his shirt. This figure he ascertained from records kept during the last two years in the shirt department, the prices ranging from 35 cents up to $2.50, very few of the latter being sold, and comparatively few of the former, the 50 cent shirt being in general demand, although the average is slightly higher. "Since putting in our 50 cent shirt counter," said Mr. Norton, "we have sold on an average of seventy-five 50 cent shirts a day, many of our customers purchasing as many as six or eight at a time. One man yesterday purchased two dozen, on the advice of his wife, who suggested that he had better stock up on shirts when first-class shirts were cheap."

A Good Dresser.

Hon. William Smith, the handsome

senator from the South District is seasonable in everything. He looked particularly spruce this morning, while on his way to the station, in his new straw hat, light blue necktie, a new pair of russet shoes, and a pair of kid gloves to match. Mr. Brown, of Brown Bros., who passed him, remarked: "Our senator is the first man to realize the opening of the season. When we have anything particularly seasonable, he is our earliest customer. Our senator sets the styles for Dalton gentlemen now-a-days."

Uniformed Ball.

The Crescent Base Ball Team will soon receive their new uniform and it will be a credit to them. They play good ball and ought to dress well. They have made a contract with Smith Bros. to furnish their regulation hats. These hats are a special design of Smith Bros.', extremely attractive and comfortable.

The Class Color.

The high school boys have adopted blue for the class color. Arrangements have been made with John Jones & Co. to make sixty-five regulation neckties for the class. These neckties are of the usual size, and made of the best silk. By vote of the class it is allowable for past graduates to wear the regulation tie, and many of our young men, who have been fortunate to graduate from our school, are showing their respect for the old school by wearing the class necktie.

Is it Memory?

A dentist formerly lived in Dalton who said he could tell a tooth he had filled forty years ago, even if he had forgotten all about the person. He didn't know exactly how he told, but intuition seemed to give him the information. John Smith, the well known hatter, seems to possess a similar kind of intuition. While driving with a friend along Broadway yesterday, he said he would make affidavit that he passed seventy-two gentlemen wearing straw hats purchased at his store.

In Suspense.

If there's any one thing that makes a man feel like saying some awfully big, bad words, it is to have his suspender break, or the buckle snap. There's a great responsibility on a suspender. The average man wears the same suspender so long that, unless it is a mighty good suspender, it falls to pieces all at once. There's only one safeguard, and that is, to have a suspender that will wear as long as there's anything left of it. John Smith has just put in a large stock of "Iron Clad" suspenders, which will wear almost forever, and they don't cost any more than the cheap suspender.

Hoe For Everybody.

A reporter of the *Herald*, while waiting at the agricultural warehouse of Brown Brothers, noticed the large number of hoes, shovels, and rakes there for sale. Curiosity prompted him to approximate their total number, which resulted in about 450 hoes, 725 rakes, and 650 shovels, making a grand total of over one implement for every house within ten miles of the *Herald* office.

Senator Morgan's New Residence.

Senator Morgan is having plans drawn by Architect Smith for a thirty thousand dollar stone residence to be erected on his land, on West Street. (Here follow with description of the house to be erected. It is sometimes best to give the exterior

description first, and then in a week or two publish a description of the interior.)

The Norwegian Girl.

Hon. John L. Black has purchased William Smith's painting of the Norwegian Girl. It is understood that the price paid was twenty-two hundred dollars.

Auction Sale.

The premises, No. 42 West Street, were sold at auction, yesterday, by Messrs. William Williams & Co., to Mr. William Black, of Dalton, for twenty-eight hundred and fifty dollars.

"The Willows" At Auction.

The old homestead, for over fifty years known as "The Willows," will be sold at auction next Saturday morning. The mansion contains fifteen rooms, including double parlors, a library, eight chambers, and one of the largest of dining halls. The house was put in thorough repair two years ago, at which time all the modern improvements were added. The grounds contain nearly five acres, two of which, in front of the house, are of well cultivated lawn grass. The orchard has in it thirty bearing apple and pear trees, and there is over an acre plowed for kitchen gardening. Messrs. Smith & Smith, the auctioneers, will give full particulars about the place, which is one of the most remarkable opportunities for investment offered for many years.

A Gingerbread Man.

Mr. William Williams, for five years superintendent of the Whitetown bakery, has leased Mr. John Parker's West Street cottage, and will move, with his family, to town, next week. Mr. Williams will have charge of the gingerbread department of Black & White's South Street bakery. It will be recalled that Mr. Williams was awarded the silver medal for the best gingerbread exhibited at the recent Inland County Fair.

A Big Check.

The largest check which has ever been drawn by an Inland County capitalist, was recently received by the Browntown bank. It was for $137,000, and was unexpected, but was honored on presentation, the bank giving, as requested, a draft on New York for the amount.

3208 Depositors.

Treasurer Brown, of the Browntown Institute for Savings, states that 3,208 persons hold deposits in his bank. The average deposit amounts to about $275; the largest being $1,000, the maximum limit; and the smallest one dollar. These figures speak well for the frugality of the Browntown people, and their neighbors.

A Shaved Sleeper.

Mr. ——, well, perhaps it's just as well not to give names, went sound asleep, yesterday, while being shaved at Brown's tonsorial parlors. It must have been an easy shave.

He Pays no Fare.

William Smith, of Clark & Co.'s. shoe store, rides between his home and office on his Crumb bicycle, three times a day.

A Bicycle Tour.

Messrs. John Smith, John Jones, and John Black have just returned from an extended bicycle tour through Ohio. They were gone four weeks, and the actual distance ridden by each of the party exceeded eight hundred miles. They report a most

magnificent time, and are already making arrangements for another tour in September. The three gentlemen rode Crumb light roadsters, which they purchased last season of William Shakespeare, the local agent for Browntown.

Happy John Jones.

John Jones, the local bicycle agent, was the happiest man at the bicycle races on the Agricultural Fair Grounds track yesterday, for the winning men in each of the six bicycle contests rode Crumbs.

Association Rifles.

The Browntown Rifle Association has voted to use the All-Right guns exclusively in the future.

To the Black Hills.

Colonel Smith and Major Jones, with their Walker rifles, started yesterday for a hunting tour of the Black Hills.

Regulation Balls.

At the last meeting of the Browntown base ball club, it was voted to play only with the Smith & Smith regulation ball.

A No. 26 Boot.

The biggest boot ever seen in Brownville is on exhibition at Brown's shoe store. It is a No. 26, weighs fifteen pounds, and is a perfectly formed and serviceable boot, being made precisely like the five-dollar, hand sewed boots, which are grouped around their big brother in Mr. Brown's show window.

The Weaving of Carpets.

Few people have any idea of the intricate machinery necessary to the weaving of carpets, and the marvellous artistic designing ability required of the men who draw the original patterns. [Here follow with a brief description of how carpets are made, and giving any other interesting information.] Brown Brothers, of West Street, have one hundred different designs, which well exhibit the progress of the carpet industry.

Handsome Rugs.

Everybody knows how cheerful it makes a room look to have one or more handsome rugs on the floor, whether the floor be covered with carpets, or mattings, or is painted. A pretty rug need not necessarily be expensive. Brown Brothers have fifty or more designs in rugs, at prices ranging from one dollar up to twenty dollars or more.

Cool Sleeping Rooms.

Many of the best families are realizing how delightfully cool and clean a chamber or other room looks, covered with straw matting, and the housekeeper well knows how easy it is to sweep this kind of floor covering. Brown Brothers, of West Street, are exhibiting a dozen patterns, many of them so low in price that a floor can be carpeted with them at a cost hardly exceeding the cost of painting the floor.

New Carpets.

Hotel Vendome is being recarpeted from office to garret. To cover the floors will require upwards of ten thousand yards of the different grades of carpets. The contract was awarded to Brown Brothers against six competitors.

He Will Ride.

Cashier Perkins, of the Clarendon National Bank, has purchased an elegant

new buggy. It was especially made for him by Messrs. White & Black.

A Tough Buggy.

Rev. William Williams, D. D., while driving between Methodist Centre and Congtown, yesterday, was run into by a heavy coal team. Although the blow was a hard one, the reverend gentleman's carriage sustained no serious injury. Dr. Williams purchased the carriage six years ago, of Brown Brothers, and the present accident caused the first repairs necessary.

Three Hundred Overcoats.

The famous woollen mills of Ware employ four hundred hands, and fully half of that number have spent their entire time, during the past three months, in the manufacture of the celebrated all wool Continental goods. Brown Brothers, the West Street clothiers, expect to sell, this spring, three hundred overcoats made of this durable cloth.

Ready-Made Outsides.

It is estimated that fully seventy-five per cent. of the male inhabitants of Browntown wear ready-made garments. The present quality of the goods in this class of clothing, and the fact that any one of fair proportions can obtain an excellent fit, generally indistinguishable from the best custom-made, have done much toward making the clothing trade one of the most extensive in the country. In the large wholesale manufactories, expert cutters command as high salaries as five thousand dollars a year, and there are a few instances where they receive nearly a thousand dollars a month. The trade in town, and about, has been so heavy, that Brown Brothers have just added one thousand feet of floorage to their salesrooms, and employed three new clerks.

Car-loads of Coal.

Five car-loads, of coal each containing fifteen tons, arrived in Browntown, Wednesday, billed to Brown Brothers.

Will Keep Warm.

The contract for supplying the Brownville Hotel with coal for the winter has been awarded to Messrs. Brown Brothers. The gentlemen will put in one thousand tons of the well known Forest City coal.

Sweet Insides.

Confectioner Brown has used over three hogsheads of molasses, during the last month, in the manufacture of his famous Mother Carey's old fashioned molasses candy.

A Crystal Pyramid.

The glass pyramid in Brown Brothers' show window is constructed of five hundred pieces, with over a hundred different varieties of glass ware. The retail prices of the articles which were required to build this remarkable monument, figure up to two hundred dollars, yet there are in it fifty or more pieces which sell for from five to ten cents apiece.

"Light, Light, Light."

The Baptist Church was brilliantly lighted last evening. The new lamps turn night into day. The chandelier and side lights are constructed after the pattern of the Blazing Star lamp, which so brilliantly lights the entrance to Brown's crockery and lamp store.

Two Car Loads to Smash.

Mr. John Brown, of the firm of Brown & White, is visiting friends in Glasstown,

Ohio, in which place is located the famous Cotta crockery works. Mr. Brown will combine business with pleasure, and has already completed arrangements for two car-loads of crockery ware, to arrive in town shortly after his return. The contents of the two cars will cover three hundred shelves and tables.

False and Natural.

Science has removed half of the objection to the wearing of false teeth. An expert dentist readily adapts the set to the facial appearance of the patient, and if the work be well done, it is often difficult to distinguish the false from the real. The other day, at a reunion of a ladies' society, for the fun of it, a false-teeth vote was taken, and it was found that over half of the ladies present wore one or more false teeth. Probably Dr. George Brown, the dentist, could give a great deal of interesting matter in regard to the teeth worn by the elderly ladies of Browntown, among whom he has practiced for the last twenty years, but the doctor never tells tales out of mouth.

Senator Brown Better.

Senator Brown, of Browntown, is sufficiently convalescent to be able to enjoy short drives. The senator has, until recently, been confined to his room for over six months, and has suffered four very painful and delicate surgical operations. Dr. White has attended him throughout his sickness, and performed all of the operations, three of which were so delicate as to require the utmost skill, and so dangerous to the life of the patient, that the slightest mistake would have resulted fatally.

Three Dresses.

Hundreds of the ladies of Browntown are visiting the parlors of Mrs. William Brown, on West Street, where are exhibited three remarkable gowns. They are draped upon wax forms. The first one is very pretty and neat, and though no one would at first believe it, its construction required only five yards of material. The next gown was made up with the idea of giving the most artistic arrangement to the drapery, with the use of six yards of cloth, the usual amount used in making a dress for the average lady. The third dress is made of elegant imported silk, trimmed in the most expensive manner. The amount of silk used in the construction of this dress was forty yards, and the cost of it, including the material and work, exceeded $900. This last dress is not a sample, but was made up to the order of Mrs. Senator Black, who will wear it at the mid-winter reception to Governor Jones.

406 Drug Swallowers.

It has been a very healthy season, yet Mr. George Brown, the druggist, has put up 406 prescriptions during the last month.

Coughing Children.

An eminent physician has said that an appalling number of little children have been prematurely injured or killed by so-called patent medicines for children. Mr. William Williams is a graduate of the Chapin Pharmaceutical College, and gives his personal attention to the compounding of his Harmless cough syrup, which does not contain a trace of opiates. This syrup may not quiet the coughing child as quickly as do some of the questionable compounds on the market but it is as harmless as syrup or molasses.

More Stockings than Dogs.

If every man, woman, and child in Brownville should purchase a pair of

stockings at Brown Brothers' store, this enterprising firm would have enough stockings left to cover the pedal extremities of all the licensed dogs in town.

Five Miles of Handkerchiefs

are a good many, yet one of our local mathematicians has figured that the new lot of handkerchiefs recently arrived at Brown & Co.'s store, will, if laid side by side, reach from here to Nextville, five miles away.

Half Mile of Cotton.

One thousand yards of the different grades of cotton cloth arrived yesterday at Brown Brothers' store. A local mathematician has figured that this cloth will cover the sleepers of the railroad track between the depot and Brown Avenue, a distance of nearly half a mile.

A Million Feet.

Over a million feet of spool cotton is waiting to be sold on the thread counter of Brown Brothers' store.

Immaculate Table Linen.

There is nothing more appetizing than a well arranged table, and the quality and whiteness of the table linen is the first consideration. Brown Brothers have just placed upon their counters an immense stock of table-cloths and napkins. A fine damask table-cloth, with a dozen napkins to match, are offered for eight dollars; and if the lady desire, she can get the whole value of her money by paying as high as twenty-five dollars. The firm are showing a dozen varieties of tea and after-dinner cloths, at prices ranging from two dollars to twelve dollars, with napkins to match, from sixty cents to three dollars a dozen.

Ten Thousand Yards.

By actual measurement, there are ten thousand yards of the different qualities of ladies' cloth at Brown Brothers' store —a sufficient amount to cut over a thousand dress patterns.

Change Your Underwear.

Eminent physicians believe in the frequent change of underwear, and, fortunately, underwear is very inexpensive; for instance, enough underwear for all necessary change can be purchased at Brown Brothers, for a ten-dollar bill, and the quality good enough to wear two years.

For All Ladies.

One of the prettiest, and certainly one of the most necessary, commodities for the lady's toilet table is a plush lined toilet and manicure set. Brown Brothers are offering, this week, a set arranged in a handsome plush case, containing hair-brush, comb, nail-polisher, scissors, and the other articles which properly go with the set, all for two dollars. The box and articles, although not expensively made, are as durable and as serviceable as those which cost ten or fifteen dollars.

A Big Catch of Trout.

Brown Brothers, of South Street, have on ice ten dozen of the finest trout ever seen in Brownville. The fish were caught in Placid Brook, in the Androscoggin woods. The gamey fish average a pound in weight, and there are three shining fellows which tip the scales at two pounds and six ounces each.

611 Five Centers.

It is remarkable how the people do crowd the five and ten cent stores, and yet

not so remarkable when is considered the innumerable amount of useful and fancy things which can be purchased at these prices. By actual count, yesterday, 611 people made purchases at Brown's five cent store.

A Floral Engine.

The floral locomotive, which occupied the honorary place of the centre of the table at the recent banquet of railway conductors, was one of the most remarkable designs ever constructed. It was made up entirely of pinks, requiring in its construction over five thousand flowers. The society has tendered a vote of thanks to Mr. George Brown, the West Street florist, for the magnificent gift.

The Handsomest Woman.

Mrs. Brown, wife of Senator George Brown, is considered the handsomest woman in Washington society. At the recent Presidential reception she wore a magnificent Paris made gown of heavy cream colored silk, trimmed with point lace, and in her corsage was a large bunch of Jacqueminot roses, which flowers appear to be the fashion with the society ladies of Washington. Brown Brothers, the West Street florists, have in their greenhouse, over two thousand buds of these exquisite flowers, ready to burst open.

Lots of Flour.

A car-load of flour, and a thousand bushels of grain, have just been received at Brown Brothers' feed store, on West Street.

Whole Wheat.

Five hundred barrels of Crescent City flour arrived in town yesterday. Every barrel was billed to Brown Brothers. This flour contains the whole wheat, and in nutriment is far superior to the regular grades of bolted flour. Dr. William White, the eminent New York physician, in a paper before the State Medical Society, highly recommended the use of whole wheat flours, especially to the professional workers, whose brains and nervous energies are recuperated by the phosphates they contain.

Oranges Are Here.

Fifty boxes of oranges are piled up in the rear of Brown Brothers' West Street fruit store. The fruit is in prime condition.

Delicious Grapes.

Grapes have never been cheaper or more delicious than they are this season. Brown Brothers have just received a hundred boxes of Concord and Delaware grapes. Yesterday the same firm received twenty-five boxes of Malaga grapes, and a dozen large boxes from California, containing the finest grapes from the southern Californian vineyards.

Fifteen Collars.

This season there will be about fifteen different styles of gentlemen's collars, and Brown Brothers have just received three hundred dozen, representing an assortment of all the styles.

"By Their Feet We Know Them."

A man may be known by the stockings he wears, and when one sees a fine appearing, durable stocking, there is reason to believe that it came from the enterprising store of Brown Brothers.

The Ties of Color.

Mixed colored lawn ties are much in fashion. Brown Brothers have in stock

over a thousand of this class of neck wear, representing over thirty designs.

The Whist Epidemic.

Browntown society people possess almost a monomania for progressive whist. Tuesday evening there were no less than fifteen progressive whist parties in town. The combination checker, chess, and card tables, which Brown Brothers offer as a specialty in furniture, are so inexpensive that no one who enjoys games can afford to be without one.

Young Man, Get Married.

Why should any young man hesitate about getting married when four hundred dollars in cash will purchase all that is necessary to furnish six rooms, and the furnishings be of first class, though inexpensive, material? The black walnut chamber set which Brown Brothers recommend for persons of moderate means, who contemplate housekeeping, is one of the handsomest of durable sets of furniture. The dining room tables are square cornered, well polished, and well made, and the chairs strong and comfortable. The parlor furniture is handsome, rich looking, and will wear in any house ten years, and the balance of the four hundred dollar outfit is proportionately as pretty and durable.

A Dozen Engaged.

While in Brown Brothers' furniture store, yesterday, a representative of the *Herald* counted no less than a dozen evidently engaged couples, and immediately returned to the *Herald* office, and under "markets" wrote "Matrimonial stock is quoted at 150."

Forty-nine Happy.

Some one who knows says that there are forty-nine Browntown ladies who own seal-skin cloaks, and that there are 4,308 Browntown ladies who do not own them, but want to. Brown Brothers, the furriers, are selling serviceable seal-skins as low as two hundred dollars.

Hand Warmers.

If this cold weather continues, even the men will have to wear muffs. Evidently Brown Brothers, the furriers, think that this is what the men are coming to, by the way they are carrying such an immense stock of these absolutely necessary commodities of the lady's out-of-door wardrobe.

Too Much Steam.

The steam pipes in Colonel Wellington's house burst at 12 o'clock last night, and the lower part of the house was completely filled with steam. The colonel immediately stepped to the telephone, called up the house of Mr. George Brown, the West Street steam fitter, and in less than fifty minutes the damage was repaired, and the quietness of night settled over the Wellington homestead.

Twelve vs: Twenty-four.

Said the Ancient Mariner: "When I married my wife she had twelve buttons on her waist, and one button on her glove. Now she has one button on her waist, and twelve buttons on her glove." But Brown Brothers, the West Street dealers in gloves, go a dozen better, for in their window hang several pairs of twenty-four button gloves, so long that the little schoolboy was not far out of the way when he asked, "Mamma, why can't you sew a seat in those gloves, and let me wear them for snow pants?"

A Half Million Cans.

The New Jersey Tomato Canning Company packed half a million cans of toma-

toes last season, and of that number Brown Brothers, the West Street grocers, have one thousand. These tomatoes have, for several years, enjoyed the reputation of possessing the flavor equal to the fruit fresh from the vine.

For Breakfast.

There is nothing more appetizing, delicious, and healthful than hot wheat cakes for breakfast, and the All White wheat sold by Brown Brothers, is daily baked in more than half the cooking stoves in Browntown.

How Cold Is It?

A house without a thermometer is about as badly off as a hall without a hat-tree. The poorest guide on temperature is the feeling of the party who tries to determine whether it is too hot or too cold. A man may feel cold one day, when the room is seventy degrees, and feel warm enough another, when the thermometer only points to sixty. A good thermometer is the only unerring guide, and a good one can be purchased for twenty-five cents at Brown Brothers' hardware store.

Ten Years Old.

The harnesses worn by the team which drags the tally-ho coach between the depot and Taft's Hotel, were made ten years ago by Brown Brothers, the harness men; and the cost for repairs during that time has not exceeded five dollars.

2,000 Hats.

There are a thousand dollars' worth of straw hats on the big counter in Brown's hat store, and some of the hats sell as low as ten cents apiece.

Musical Hats.

The nats worn by the Crescent Cornet Band attract the admiration of every one who sees them. They were specially designed by Brown Brothers, the hatters.

The Harvard Hat.

It is estimated that over five hundred gentlemen in Inland County are wearing the new Harvard hat, designed by Brown Brothers. It is a fine appearing hat, durable, cannot be jammed out of shape, and the cold weather attachment is appreciated when the mercury is lost sight of.

Connecticut Hay.

Brown Brothers, of West Street, have in their loft five hundred tons of fresh Connecticut hay, and over a hundred tons of first class straw.

Big Hay Sale.

All of the hay cut on Maple Farm, some four hundred acres, has been purchased by Messrs. Brown & Co.

Senator Brown in Town.

Senator Brown, from Wisconsin, Mayor Sumner, of Cambridge, and Colonel Walker, of Boston, are stopping at the Hotel Bristol.

The Concord Zouaves' Banquet.

The recent banquet given at the Tremont Hotel, by the Concord Zouaves, far exceeded in elaborateness any former attempt in Inland County. Landlord Jones for over a month has had the affair in preparation, and the heartiest congratulations on the result are in order. There were over one hundred different articles mentioned upon the bill of fare, and every one of them was cooked and served as well as the best French cook could have cooked and served it.

Insurance Claim Paid.

William Smith, the representative of the Jones Fire Insurance Co., has settled Brown Brothers' claim of eleven thousand dollars insurance, on account of their recent loss, by fire, two days ago. This is the quickest settlement which has ever been made in this country, so far as reported.

Valuable Lives.

Life Insurance Agent Smith has placed over seventy-five thousand dollars in life insurance among Browntown people during the last week.

A Big Life Insurance.

William Williams, Esq., the Dalton capitalist, who died last week at his Jacksonville winter residence, placed a life insurance through Agent Brown, for one hundred thousand dollars, just as he was departing for Florida, one month ago.

All Insured But Four.

Fire Insurance Agent Jones states that there are only four houses in town which are not insured.

A Gem Fortune.

Ten thousand dollars' worth of diamonds are exhibited in Brown Bros.' West Street jewelry store.

Watches Regulated Free.

Watches are regulated free of charge at Brown Brothers. The large clock which is used for true time, is regulated by wire, from Yale University observatory, every hour.

Many Clocks.

William Black & Co., the West Street jewellers and dealers in clocks, have imported this season over five thousand dollars' worth of the different grades of French time-pieces.

Free Johnny Cakes.

It is surprising how many families in town are doing their entire cooking upon oil stoves. The present perfection in this line of stove manufacture not only makes the cooking easier, but more economical, for the fuel is burning only when the stove is in use. Brown Brothers are exhibiting in their window the different sizes of the Walker oil stove. The store is always filled with ladies, to see this remarkable cooker in operation. The Messrs. Brown present every lady with Johnny cakes, cooked every half hour.

A Ton of Flat Irons.

Brown Brothers, the West Street dealers in kitchen furnishing goods, have in stock over a ton of flat irons, from the little flat-boat shaped affair up to the long tailor's goose.

A Big Wash.

Three hundred handkerchiefs, two hundred shirts, five hundred pairs of stockings, one hundred table-cloths, one thousand five hundred pieces of underwear, and five thousand collars and cuffs, were washed and ironed at Brown's Laundry, during the month of May.

Forty Successful Cases.

Lawyer Brown has had the pleasure of winning forty cases in the District Court during the month of April, and in that time he lost only three.

The Door Mat Case.

Hon. William Black has been retained as counsel in the celebrated Door Mat

case, which comes up before the Supreme Court, in the January term.

Nine Miles of Lumber.

Brown Brothers have over fifty thousand feet of pine lumber in their North Avenue yard.

The Senator Black Monument.

The monument erected over the remains of the late Senator Black, in the Greenwood Cemetery, is one of the most exquisite pieces of marble carving among the hundreds of fine works of this kind in the cemetery. It came from the marble works of Smith & Jones.

Fine Venison.

Smith Brothers, the market men, have just received one hundred pounds of the finest Maine venison, all deer except in price.

A Ton of Beef.

A ton of freshly dressed beef is hanging on the hooks at Brown's Market.

The Continental Building.

William Black & Co., the masons, have been awarded the contract on the new Continental building.

Jersey Milk.

Green Grove Farm is delivering its milk in glass cans. Mr. William Black, the superintendent of the farm, has just purchased fifty Jersey cows, which will arrive on the farm in about two weeks.

The Concord Bonnet.

The Concord bonnet is much worn by Washington society ladies. Mrs. John Black, of West Street, has, in her show cases, a dozen of these bonnets, trimmed in styles to suit every complexion.

All Folks Bonnets.

"From $2 to $50," are the words of the sign which is placed in the show window of Mrs. Brown's millinery store. It refers to an evolution in prices of bonnets, which are illustrated by an exhibition of forty-eight of these articles, marked from $2 up to $50 respectively. A sub-sign might be appropriately added, "Bonnets for Everybody," for about everybody who wears bonnets come within the scope of the exhibition.

"Baby Sleeps on Paregoric."

Miss Cordelia Sumner's beautiful contralto voice never sounded sweeter, or richer, than it did last evening, at the Academy of Music, when she sang Mr. William Gardner's famous lullaby, entitled, "Baby Sleeps on Paregoric." Brown Brothers, the West Street music men, state that this song has been so popular in Browntown that they have already sold over six hundred copies.

A Grand Piano.

Mrs. Senator Black has just purchased, of Brown Brothers, a Pickering grand piano.

A New Organ.

The parlor organ for the new South Street Church parlors has been ordered of Brown Brothers.

A Home Painter.

William Jones is painting his West Street house himself, with ready mixed paint purchased of Brown Brothers.

The Academy of Music.

Smith & Co., the painters, have obtained the contract for painting the interior of the new Academy of Music building.

Paper Men.

Richards & Richards have obtained the largest contract for paper-hanging ever given in the county. They will do the entire work in this line upon the new Browntown Hotel, which will require over three thousand rolls of paper.

Childish Photographs.

Fifteen children, of ages ranging from six months to four years, were photographed at Brown's studio, yesterday.

A Big Plumbing Contract.

Smith Brothers, the plumbers, are doing the plumbing work on the new Life Insurance building.

Senator Jones' House For Sale.

The magnificent country seat of the late Senator Jones is offered for sale. [Here write description of the place.] Full information can be obtained of Floyd & Tucker, the West Street real estate agents.

Meat Eaters.

Three hundred pounds of meat were roasted last week to supply the regular dinners at Brown's restaurant.

A Large Safe.

Messrs. Smith & Co. have just put in a large Smith & Jones fire-proof safe.

Destruction of a Will.

Fourteen of the twenty-six fires in Cleveland last week occurred in business blocks, and of that latter number, six of the offices destroyed had no safe. The losses can not be recovered in these cases, and one of them is particularly sad. In a desk drawer was a roll of papers, among them the last will of the late Hon. John White, who left over two million dollars. This last will was drawn the day before he was drowned, and bequeathed half of his property to the new orphan's home at Goodville. A former will, drawn five years ago, left that amount to the Cleveland public library. The last will was properly drawn, signed, and witnessed, and was temporarily placed in the drawer. The substance of this will was only known to Mr. White and the lawyer who drew it, and, as it is destroyed, its contents will not stand in law. It is really criminal carelessness which places valuable papers outside a proper safe, when a good safe can be purchased at so reasonable a price. Brown Brothers, our local safe men, offer a substantial fire resisting safe at as low a cost as fifty dollars.

Every Body Sews.

There are supposed to be five hundred sewing machines in practical use in town, and Manager Smith, of the Wheel and Crank Sewing Machine Co., offers to give a brand new machine to any one who will prove that he did not sell half of that number.

All Have Them.

There are probably not exceeding a dozen families in town without a sewing machine. Manager Smith, of the Excelsior Sewing Machine Co., reports the sale of fifty machines during October.

The First Prize.

Mr. John Black entered upon the duties of local agent for the Victor Sewing

Machine, five years ago. He entered this machine in competition at that time, and it has taken every first prize offered at the county agricultural fairs.

First of Six.

There were six different makes of sewing machines exhibited at the Inland County fair. The Victor was victorious. This makes the seventh prize given to Manager Black, for the best sewing machine, in competitive exhibition.

The Frost King.

Brown Brothers' beautiful boat sleigh the "Frost King," carried a merry party to Winterville and back, last evening.

Fashionable Letters.

Initial stationery is absolutely indispensable to the well kept boudoir writing table. Twenty different designs are now on the counters of Smith & White.

The Slow is Going Fast.

Bookseller Brown reports the sale of over three hundred copies of Colonel Shakespeare's remarkable novel of "The Sure and the Slow," during the past week.

"A Man of To-day."

Henry Ward Milton's novelette entitled "A Man of To-day," has just received its fifty-fifth edition. Bookseller Brown has presented the Brownville Library with a handsomely bound copy of this remarkable work of fiction, which is being read by every cultivated family in the country.

Save Coal.

Mr. John Brown has contracted with Messrs. Black & Co., of West Street, to place one of their Save-Coal heaters in each of his six South Street cottages.

The Cheerful Grate.

There is no question about the advantages of the open grate, from a hygienic point of view, to say nothing about the good cheer it distributes about the room. Half of the houses in town could not, without great expense, put in fireplaces; but any family will reap rapt enjoyment from one of the Blazing Star open stoves of which Brown Brothers show over a dozen sizes.

New Panters.

There are supposed to be a hundred men who are sporting bran new spring trousers about town. Brown Brothers, the West Street tailors, state that they have made up this month over one hundred pairs without any three being cut from the same pattern.

Good Coffee.

"The cup which cheers but not inebriates," — good tea or good coffee, and you get both at Brown's tea store.

Free Coffee.

Free coffee — for two days. Brown Brothers will present everybody who calls, with a cup of the most delicious coffee, made from the famous All-Pure coffee, which sells for thirty-five cents a pound.

Electric Grinding.

An electric motor, of the estimated capacity of one-half a horse-power, has just been put into Brown's North Street tea and coffee house. The machine will grind coffee as quick as lightning.

Delicious Water.

Somehow water tastes better and seems cooler when drank out of the old fashioned tin dippers which Brown & Co. are making at their West Street tin factory.

The R. & T. R. R.

Brownville capitalists are much interested in the success of the Rail & Tire Railroad. Brown & Brown, the brokers, report the sale of six hundred shares at $104, for the week ending Saturday.

The B. & P. R. R.

The Boston & Pittsfield R. R. has not been the cause of a single accident since the opening of the road two years ago, and the road has run on an average of ten trains a day.

The New 4.30.

The new 4.30 train on the Whitefield & Greenville R. R. is a great convenience to ladies who come to town on shopping visits.

Quick Time.

Steamer Swift, of the Lake Champlain Transportation Co., runs between Browntown and Whiteville in two hours and twenty minutes, a little better than at the rate of eighteen miles an hour.

Twenty Miles of Woods.

The Smith Hotel, at Lake O'Hara, is backed with a primitive forest extending fully twenty miles to the eastward.

A Lively Party.

Dr. Moses, Senator Lewis, Professor Turner, and Rev. Mr. Cox have returned from a hunting trip among the islands of Crystal Bay. They spent a week at Paul Jones' famous Woodland Park Hotel, leaving the house every morning at daylight for a boat and tramping trip among the islands.

Twenty-Five Lakes.

A traveller by the K. & H. R. R., from Dalton to Maytown passes in full view of twenty-five beautiful lakes, of areas varying from a few square acres to many miles square.

Magnificent Cars.

The new palace cars running between Smithville and Dalton cost over sixty thousand dollars each.

The Coming Excursion.

Already five hundred tickets have been sold for the North shore steamboat excursion, which occurs on the twenty-eighth inst. The excursionists will pass in full view of the fortifications and islands of the harbor. The steamer will run so close to the North shore that one can recognize the hundreds of magnificent country seats which line the aristocratic coast. Star Island will be passed within one hundred feet. By special arrangement with the government superintendent, the fog horns on the island will be blown, just as the steamer passes. An interesting incident of the excursion will be the throwing of the mail from the pilot-house deck, as the steamer passes Hingham Light, into a net hanging just below the light-house entrance. The steamer will return to town promptly at 6 P. M. The number of tickets has been limited to eight hundred, although the steamer is licensed to carry twelve hundred passengers, for Captain Brown, famous for his attention to the comfort of his passengers, desires that everyone should

have the opportunity of fully enjoying the best of comfort, and an uninterrupted view of the magnificent scenery of the finest stretch of coast in Eastern waters. Ladies and children without escort can enjoy the trip, for the best of order is maintained on board, and no wines or liquors will be sold, or allowed to be drank on the steamer. The Browntown brass band will discourse popular airs, and the University Quartette will give a concert of college songs on the main deck.

Dear Little Things.

Two hundred squirrels, captured alive in the Maine woods, have been turned loose into Summer Grove. Manager Smith, of the B. & H. Steamboat Co., which controls the grove, has made arrangements to place therein twenty Vermont deer.

A Mile of Ribbon.

There is over a mile of ribbon in stock at Brown's trimming store.

Bushels of Buttons.

Over one hundred thousand buttons, representing two hundred and fifty varieties, are constantly on hand at Brown's.

Lord Fauntleroy's Receptions.

Little Lord Fauntleroy is holding daily receptions at Brown Brothers' West Street store. His lordship is surrounded by fifty wax dolls, dressed in the costumes of all nations.

Santa Claus' Dresses.

The costume worn by White & Black's Santa Claus, actually cost over one hundred and fifty dollars. Saint Nicholas, who, for the last week, has paraded Main Street, giving away pretty cards to the children, says that the temperature beneath his bear-skin coat never goes below summer heat in the coldest winter weather.

Horse Slipping.

Of the dozen or so accidents which have been caused by horses slipping upon the ice, not one of the animals were shod with the Cantslip shoe, which Brown, the blacksmith, always shoes the horses with, during the winter months.

Five Thousand Shirts.

The Academy of Music seats 1,200 people. If the auditorium to-night was a sort of Eveless Eden, every occupant of a seat could buy one of the Cresent shirts at John Smith & Co.'s store, get a perfect fit, look well enough for a full dress party, and yet only take from the store as many shirts as arrived this morning. Mr. Norton, of the firm, stated that the concern had sold, during the last six months, more than 5,000 of these excellent dress necessities.

A Mathematical Clerk.

"How much will all that ribbon measure?" asked a pretty young school girl of one of the clerks at the ribbon counter of John Smith & Co. yesterday. The clerk was of a mathematical turn of mind. She rather luxuriated in logarithms and geometrical problems. She made answer, "If all the ribbon in this store was placed together, end for end, it would build a three-bar fence around every house in town, with enough left to string on telegraph poles between here and Smithville." How she knew about the number of feet of ribbon it would take to make a three-bar fence around all the houses in Dalton seems a mystery, but she said she had figured it out a week ago, and has figures to prove the correctness of the statement, basing

her calculations on the average stock of ribbon carried, which of course, varies slightly. Mr. Smith, of the firm, was so much pleased that he offered a ten dollar gold piece to the first Dalton girl who will come within a thousand feet of the amount figured out by the clerk. Of course it is understood that these ribbons are of every width and color, the figures being based on the length alone.

Some Dresses.

The ladies of Dalton are very much interested in the special economical dress exhibit made by John Smith & Co. One of the private parlors has been brilliantly lighted. In this parlor are shown four gowns, the lights being arranged to present them to the best advantage. They are draped upon wax forms. The first one is very neat and quite pretty. One would hardly believe that its construction required only six yards of material, the material retailing for only 25 cents a yard. The gown next to it is calculated to present a very artistic arrangement of drapery, and yet only eight yards of cloth were used, the cloth costing 37½ cents a yard. Another dress is made up of low-priced summer silk, beautifully trimmed with material of the same character, altogether intended to present a gown to look about five times more expensive than it really is. The fourth dress is a morning wrapper, of that beautiful shade of blue, trimmed with other shades of blue, that each may blend softly into the others, and yet all the material in the gown did not cost over $3.50. Of course this does not include making, simply for the material itself. A more interesting exhibit has never been made in Dalton. The parlor is in charge of Mrs. T. E. Tucker, who has made such a success in economical dressing. The lady's advice is free to every customer.

Two Pair All Around.

If every man, woman and child in Dalton had as many legs as a dog, the stock of stockings on Smith Bros.' stocking counter would give 'em all two pairs apiece.

Business Printing

"To folks who live on printer's ink"

THE encyclopædia, the book of information, and even the dictionary, have honored the art of all arts with appropriate eulogy.

The past of printing rests among the opening pages of civilization's history.

The annihilation of printing means the end of progress.

Literature, art, science, profession, and business,—all are created, nursed, fed, encouraged, and protected by the invention of Gutenberg.

The click, click, click, of the type in the stick is the still small voice which vibrates from pole to pole, and before which nations tremble.

The product of the printing press is as much a part of business as the cash drawer is a part of the cashier's desk.

No business house exists, nor can exist, without commercial printing, and even the professional man has to call upon his printer as often as upon his doctor.

Regular business printing includes about everything in the way of printed matter used about the office and for general commercial purposes, but does not properly cover calendars, books, maps, charts, and catalogues, unless of few pages.

Calendars and other special lines of printed matter are of distinct classes by themselves, and can only be handled to advantage by printing houses making a specialty of these kinds of work.

A printing establishment, making a regular business of producing calendars, can furnish any number of calendars at a price from twenty-five to fifty per cent. less than can the average commercial printer, and still make respectable profit.

The printing of large catalogues and books is confined very closely to extensive printing establishments, although the majority of country printers can produce catalogues of almost any reasonable size, but high class catalogue work should be confined to those printers having in use the best grade of printing presses, never printing from the type, electrotypes being exclusively used.

The majority of commercial printers, however, consider themselves catalogue printers, and can easily turn out good work if they have the type and presses, the quality of the work depending largely upon the paper used, and the care in press work.

Calendars are considered in another chapter, but catalogues will be discussed in this chapter.

The one great criticism upon all printed matter, applying to ninety-nine per cent. of bill-heads, cards, circulars, or anything else which comes from the press, is its overcrowded state.

The assertion can be ventured that fully one half of everything in the way of commercial printing, whether it be a business card, bill-head, circular, pamphlet, or even a postal card, contains twice as many words as are necessary to tell the story, or as the public can be made to read.

Brevity is the one essential in commercial printing, and neatness is about on a par with it.

Commercial printing, like advertising, must be removed, as far as possible, from the conventional style of others, yet it must never be over-original, crossing the line of crankism.

There is no sense in carrying originality to the point of indistinctness, of using types, which, although, perhaps, æsthetic and artistic, are more appropriate for borders, or for fancy corner pieces, than to be used to tell the story of anything.

A goodly proportion of the new type upon the market to-day, does not deserve place anywhere. It is so irregular, so indistinct, with so many alleged artistic curves and angles, that it is hard to read, and unless set with the utmost care will not blend with any style, or with anything.

Printed matter must be plain and distinct anyway, then as artistic as it can be.

The average printer has not yet learned that the fewer typographical styles he uses in any commercial printing job, the more artistic, the plainer, and the more original his work will be.

The expert printer is the one who can, with one series of type, produce any class of printed matter beyond criticism.

The fewer type styles the better, in any one job; the more sizes of the same kind of type, in the same job, generally, the better.

The writer of copy for any kind of commercial printing should remember that it is his business not to please himself, or the firm he works for, but that he must satisfy the one to whom such printed matter is to be sent, that he who receives it, whether it be a circular or any other form of printed matter, may give it attention, and by giving it attention, become interested in its subject matter.

A poorly written, poorly printed circular, is generally worth but little more than the cost of the white paper; frequently it is not worth as much, because the paper is spoiled.

A well written, well printed, and well arranged circular, has a mission, and can perform it to the benefit of the one who sends for it. Circulars should be as brief as possible. The majority of people believe that they do not care to read a circular.

If it is necessary that the circular contain lengthy printed matter to do justice to the subject, let that printed matter be so arranged that it will stand by itself, the introduction, the headings, and other parts of the circular being so brief and bright that one's attention is gained, even if it is not held to the end.

A circular upon poor paper is worth very little.

The quality of the paper may have as much to do with the effect of the circular as has the printed matter upon it.

Circulars must tell the story in the fewest possible words.

A circular is not a work of literature, nor a book, and no one so considers it. If its matter does not strike the mind within a few seconds from the time it arrives at the eye, there is not one chance in a hundred that it will be read, except by those who read everything, and that class of people is seldom profitable to any commercial house.

When you have told the circular story, stop.

When there is too much matter to be conveniently placed in circular

form, print it in a pamphlet. Be sure to have enough pages in the pamphlet, so that it will not be necessary to crowd the matter.

A pamphlet, unless it be of considerable size, is nothing more or less than a series of circulars bound into pamphlet form.

A circular should have one distinct and taking heading. The reading matter should be in sufficiently large type to be easily read.

Generally, a circular should have not more than two headings, very seldom more than three.

One good heading is worth more than a dozen poor ones, and is worth infinitely more than one good heading and eleven poor ones.

For the body of circulars Ronaldson type, or Old Style Roman, if one desires a light face, and De Vinne, if it be advisable to use heavier faced matter, are the handsomest styles of type for descriptive circular matter.

Use as large type as possible, single leaded, in preference to smaller type, double or more leaded.

Do not have the firm name at the bottom appear in type much larger than the body type of your circular.

The headlines must be of extreme brevity, and should contain some striking expression which will be remembered, and will immediately excite interest, so that the balance of the circular may be read.

Gothic caps and small caps, or almost any style of large and heavy type, are appropriate for common circulars and flyers, but let this type, except such type as De Vinne or Erratick, be generally confined to the circular headings.

Flyers are nothing more or less than a cheap grade of circulars. They are given out by distributors upon the street, or are distributed from house to house. Circulars should be personally addressed in every case, not to any firm, neither to the lady of the house, but to some identical individual.

If the circular be sent by messenger, or by mail, sealed, it will be opened, and if it be of sufficient interest, it will be read.

The extra cost of a two-cent stamp, and the expense of a first-class messenger may be high, and will seem, to the average merchant, to cost altogether too much money, but let the merchant remember that unless he does it in one of these two ways, he had better not do it at all.

It is simply a question of wasting so much money in the wrong direc-

tion, or of risking twice as many dollars in the right direction. In one case the loss is positive; in the other case the profit is probable.

The distribution of circulars from house to house, in a promiscuous way, and distributing them upon the street, is discussed in the chapter entitled, "Desultory Advertising."

Bill-heads never were invented as a method of advertising. They should contain the mere statement of the business of the party sending them out. If more be put on, it does absolutely no good, and is liable to spoil the looks of the bill-head.

It is fair to presume that the average man who receives a bill knows something about the store at which he bought the goods.

The following bill-head illustrates a general plan of bill-head making. It is not as poor as many, and is a good deal poorer than others.



PLATE NO. 1.

If the reader will carefully examine the bill-heads which come to his store or house, he will find that the above bill-head is by no means below the average, and that the wording and arrangement of type are about as good as those of the ordinary.

Two things are absolutely essential on a bill-head: the name of the concern in plain letters, that the receiver may make no mistake in sending the remittance, and the names of the town and state in equally plain letters, that there may be no blunder upon the part of the man who pays the bill in directing the envelope.

No matter if your trade be entirely local, the name of your state should appear in distinct, though not very large, type.

A number of bill-heads exist with the names of the town in script, or in fancy type, so indistinct that it is almost impossible to tell where the bill originated.

Script type is never distinct, and when poorly printed, is frequently so blurred as to make it illegible.

Fancy type generally meets with the same objection.

In certain kinds of type some letters look the same, as "n" and "u," and "I" and "J," and frequently it is impossible to decipher the name of the concern, and the names of the town and state, if printed in these styles of letter.

Nowadays the utmost simplicity is art.

Plainness is appreciated everywhere, not abrupt jagged plainness, but clean cut, well put together, simplicity, which is welcomed by the intellectual because they are always simple, and by the ignorant because their understanding can grasp it.

This so called imperfect bill-head is rewritten, the following is the way it might be, and one of the ways which cannot be criticised because simplicity is beyond criticism.

Smithville, Iowa,.....189

M.....

To Jonathan Smith & Co., Dr.

HIGH-GRADE WATCHES AND JEWELRY.

TERMS 30 DAYS. 44 SMITH AVENUE.

PLATE NO. 2.

The use of cuts on bill-heads is generally desirable. There is no objection to always having some appropriate illustration appear on the bill-

head, provided such illustration has sufficient individuality to make it a sort of trade-mark for the merchant.

Ordinary cuts of watches. clocks, bedsteads, chairs, wash tubs, rolls of carpet, brass ornaments, and anything else of this class are too conventional and common to assist in making a bill-head attractive.

Better use no cut at all than to use a poor one.

The picture of a building, if the building be attractive, cannot be considered in bad taste upon a bill-head, although it is advisable not to show the building too much, as the fundamental principle of advertising and printing is to present the goods you have for sale, not the man who sells them, nor the place he sells them in.

The cut of a building should always be small. Make it up into the form of a vignette picture, perhaps running into the type, to be apparently a part of the general design.

A picture without a border, simply slapped into a bill-head, has the appearance of not belonging there, and spoils the looks of the whole affair.

One style is decidedly preferable to several styles of type in a bill-head. Choose some neat series, and carry that series throughout your bill-head, using appropriate sizes where they belong.

Plate No. 3 illustrates a bill-head set entirely in what is known as Erratick Outline, a new style of type, which when printed, has a very attractive and original appearance.

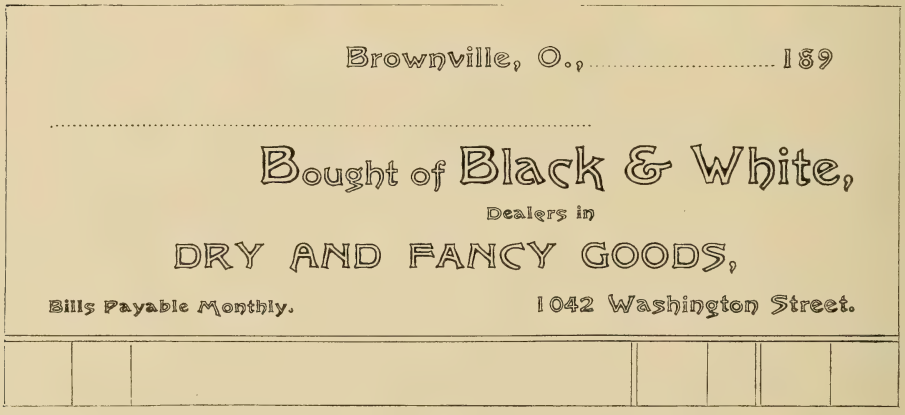


PLATE NO. 3.

Plate No. 4 illustrates a bill-head made up in so called fancy letters. It has the effect of being odd, and may attract attention, but it has too many defects to give it excuse for existence.

Browntown, O., ... *189*

M.....

To Brown Brothers, Dr.

Teas, Coffees, and Family Groceries,

Terms Cash. 102 Brown Avenue.

PLATE NO. 4.

Plate No. 5 illustrates a bill-head which would look finely if it were not spoiled by ornamental pieces. The type arrangement is all right.

Browntown, O., ... **189**

.....

To John Smith & Co., Dr.

Dealers in

HIGH-GRADE CLOTHING,

BILLS PAYABLE MONTHLY. 444 Brown Avenue.

PLATE NO. 5.

Ornamental designs should, for bill-heads, be avoided, for they do not print well, unless great care is taken, and materially detract from the general appearance of printing.

Plate No. 6 is a good form for professional bill-heads.

Brownville, O., ... 189

M .....

TO F. W. WHITE, M. D., DR.

For Professional Services,

PLATE NO. 6.

The same general rules which apply to the making of bill-heads pertain to the typographical style of business cards. A business card certainly should be as brief as a bill-head, although it is more allowable, on a business card, to slightly enumerate the specialties of the business.

Plate No. 7 presents a business card which is no poorer than the majority, and yet a disgrace to the art of printing.

OUR PRICES ARE THE LOWEST, OUR STOCK THE MOST COMPLETE, OF ANY IN TOWN.

JOHN SMITH & CO.,

Jewelers,

WATCH AND CLOCK REPAIRING. GOLD AND SILVER WATCHES, SOLID AND PLATED SILVERWARE, SPECTACLES AND EYE-GLASSES, OPERA GLASSES, RINGS, TEA SPOONS, KNIVES AND FORKS.

44 SMITH AVE., SMITHVILLE, IOWA.

PLATE NO. 7.

In the large cities people know what every class of establishment carries, or ought to carry, and are familiar with the general lines of business.

In the smaller places, people know pretty nearly what every store has in general, whether it be a grocery store, fruit store, or any other kind of store; therefore it is not necessary to place upon a card anything more than the name, address and business, unless such business has a specialty which needs more prominent mention.

A business card is not calculated to bring business. It is circulated and given to all who call, that they may find their way back again, or that they may give it to others who may desire to purchase goods at the store.

A business card is nothing more or less than a piece cut out of a directory, for directory purposes solely.

The character of the business card shows the character of the business.

The plainness of the bill-head should be carried into the business card.

Plate No. 8 presents a business card set entirely in what is known as Ronaldson Roman, a new and beautiful style of Roman face. The Old Style Roman type will look nearly as well. The plainer the business card, the more artistic it will be.

John Smith & Co.,

Clothing.

44 Smith Ave.,
Smithville, Iowa.

PLATE NO. 8.

Envelope headings should certainly be in the extreme of plainness.

Business cannot be advertised upon envelopes. The popular impression that the postal clerks read the advertisements upon envelopes, has never been borne out in fact. The average clerk who has time and inclination

to read that which appears on an envelope, other than the name and address, is generally too poor to purchase the goods, and too incompetent to select them.

Advertising on envelopes is positively vulgar, and never will be persisted in by other than cheap concerns.

There is no objection, of course, to an engraved design, which is so distinct in itself as to give the envelope a dignified identity — this is refinement and business.

The average merchant should attempt to have his envelopes characteristic of his firm, but he should not make them bill-board advertising mediums.

Either just print the name and address upon the envelope, or else have a design of great artisticness.

The envelope should not be covered with any design, at a sacrifice of room for the name and address.

Back pieces upon the flaps of envelopes are somewhat original and are in the best of taste.

Plate No. 9 illustrates an envelope corner set entirely in Ronaldson type.

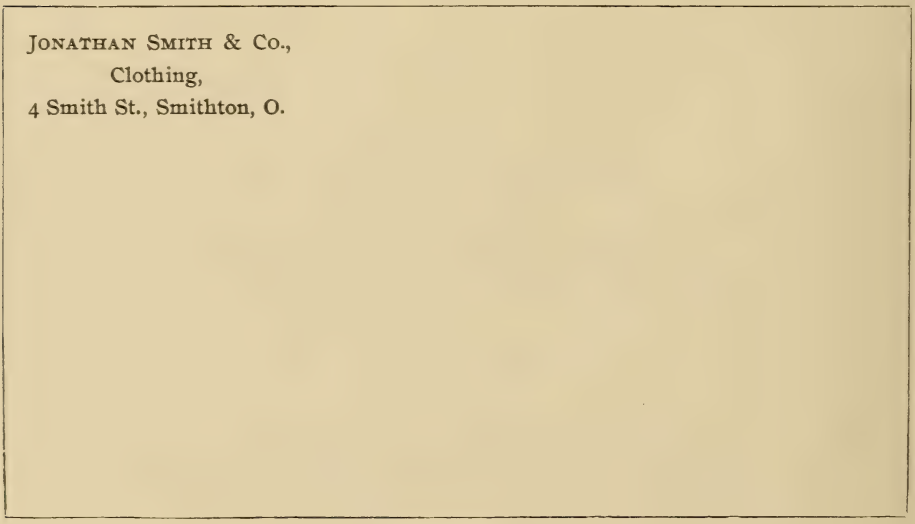


PLATE NO. 9.

Plate No. 10 illustrates an envelope, the printed matter being set entirely in Old Style Italic.

Jonathan Smith & Co.,
Clothing,
4 *Smith St., Smithton, O.*

PLATE NO. 10.

A very pretty idea for envelopes is to print on the flap of the envelope, a little above the gum, where the paper is perfectly smooth, a small design, to appear something like a seal. This gives the postal authorities all the information necessary for the return of the envelope in case miscarried or uncalled for, is much more artistic, and allows the entire face of the envelope for the writing of the address and the stamp. Some little design should be made, about the size of a quarter of a dollar, and printed in some ink like terra cotta, or blue black, or even brilliant red.

Particular attention should be paid to letter-heads and note-heads, for the merchant should especially attempt to make a good appearance by correspondence.

Letter and note-heads are not places for advertising, and extreme neatness is necessary here.

Folded business paper, except for correspondence with ladies, is not in good business form.

A letter-head is simply a business-card for corresponding purposes, and should contain, substantially, the same matter.

The date-line is not essential, and frequently injures the general neatness.

No letter-head should be sent out which does not contain the firm name, and name of the street, town, and state, in distinct type, so that it can be easily read, that the one who answers the letter need not be led astray or puzzled.

If the concern issuing the letter-head is a corporation or a firm, a number of parties being at the head of it, it is generally advisable to print the list of names of the members of the firm, in very small type, for frequently members of the firm will sign letters with a signature which no man can read, but which gives sufficient idea for the receiver of the letter to decipher if he can find something like it, in type, on the letter-head.

Heavy Gothic type should never be used for letter-heads.

It is advisable to use something very neat, yet artistic. Roman looks well, and Ronaldson, or other light faced letter, used in series, is extremely appropriate for letter-head printing.

Some samples of letter heads and envelope corners are given at close of chapter.

It is always advisable for any business house or business man to have a trade-mark of some sort. It can be in the form of an engraved letter, or some distinct and characteristic type can be used, or it can be made up in the shape of a seal or other ornamental design.

A trade-mark, if it be ornamental, must be very artistic. Better have none at all than a poor one.

If the trade-mark act as the letter-head corner-piece, with no other printed matter, the lettering in it must be plain.

It is suggested that it would be advisable for every business man to have some engraved design, more or less artistic, which will answer the purpose of a corner-piece for the envelope and letter-head, and which will embellish the bill-head. The expense of making the original drawing is not heavy, and engraving does not cost a great deal.

Better pay ten dollars for the original drawing, or even twenty, to have it what you want, and that which you will not tire of, than to employ a cheap artist to make a cheap design for you.

A trade-mark worth printing, is worth a great deal to any business house.

If the trade-mark be printed in color, different from the body matter, it will stand out in stronger relief, and make the rest of the printed matter look better and plainer.

Terra cotta ink, or blue-black, bronze-blue, or crimson, or any other color except black, should generally be used for printing trade-marks.

Where good paper is used, and the pressman understands his business, a blue-black or a bronze-blue ink will make any printed matter look softer and finer than the finest jet black. A little blue added to black ink, to make it blue-black, gives it a sort of engraved appearance which the black cannot produce.

If your local printer does not have suitable type for the composition of your bill-head, letter-head, envelope, or anything else that you carry for standard printing, send to some large city printing establishment, or to some type foundry, and have them make up for you that which will be perfectly satisfactory, sending you an electrotype which your local printer can easily handle.

Announcements of openings and removals, and for other purposes, are nothing more or less than circulars of a higher grade. They should be of extreme brevity, printed in the highest style of the art, upon the best paper, and there should be nothing loud, coarse, or vulgar about them. They can be bright, but never must approach the comic, unless the whole affair is that way, but let the merchant beware of using humorous matter for advertising purposes or for printed matter, unless he is sure that he has the right kind of humor.

Better be too sober than too humorous.

The effectiveness of printed matter largely depends upon the quality of the paper used.

For small jobs, sometimes a few cents, and at most a few dollars, will give a quality of paper far superior to that which the printer would naturally use.

Good paper, with good type and good ink, will produce an effect at once appreciated by the public.

It is often advisable to use some distinct tint or color for the paper. A robin's egg blue, a deep cream, a terra cotta, a light green, or any other delicate tint of a standard color, frequently is more effective than white, although the merchant can make no mistake in never using anything but white paper.

Announcements of high grade should always be upon folded paper, and envelopes tending towards the square should be used.

Because the writer of the circular or pamphlet understands the goods he is writing about, he must not assume that the public is more than generally acquainted with them; and he should so write the description, that it will be intelligible to the average mind.

The cover of every pamphlet or book should be characteristic, and the reading matter upon the cover must be in the extreme of brevity.

Some catchy line should always be used. If you are speaking about stoves, why not print upon the cover of your pamphlet the simple words,

FUEL ECONOMY.

If you are issuing a little pamphlet on molasses, would not the following line be a good cover heading

A STREAM OF SWEETNESS.

A little book on carpets could well have appear on the cover a line something like the following:

SOMETHING TO WALK ON.

At other times it is advisable to state exactly what there is in the book upon the cover: for instance, if the book be devoted entirely to chairs, why not say "chairs" on the cover, and nothing else.

Do not cover the cover with too much matter.

Better not have more than five words, at the outside, appear on any cover.

Do not crowd a lot of superfluous matter upon the back cover simply because it seems advisable to cover up that space; better put on some little taking design, some vignette picture.

Especially is it not advisable to print upon the inside of the covers, unless the paper is such that it will not interfere with the printing upon the face.

Catalogues are supposed to be issued entirely for descriptive purposes, and a catalogue not illustrated is hardly worthy of the name.

Illustrations in catalogues are absolutely essential.

Descriptive matter in catalogues should never be set in too small type; Long Primer is small enough.

The majority of descriptive matter is too lengthy, the wording too technical, and whole pages are filled up with dry testimonials, and other matter of absolutely no interest, and which never will be read.

Of course technical terms must be used in technical catalogues, but the majority of catalogues need not contain so many technicalities.

The people who send for the catalogue do not care for these terms, and do not understand them.

The interest in the goods described is simply to know what they are, and what they will do. There is absolutely no use in going into the very depth, producing a description which the man who wrote it hardly understands.

Wherever it is necessary to use technical terms, and to print briefs of machines, do so in small and distinct type, so that the reader may skip it if he so desires.

Catalogues should be briefly comprehensive. They should tell the whole story, and then stop. They should not be filled with references, referring to this, that, and the other part of the catalogue.

Each sentence should be complete in itself.

The reading matter, describing illustrations, should be close to the illustrations.

The simplest language should be used, and everything should be placed in sections, distinct by themselves, each section making a point, or attempting to do so, and then stopping.

Do not have the first page of your catalogue nothing more or less than a list of your officers and directors.

Let the first page of your catalogue either be a magnificent illustration, or something which will interest the reader.

The names of your officers and directors are all right, but put them in the back of the book somewhere. Do not handicap your book with a lot of names mostly unknown to the majority of readers, unless the book be a description of stocks and bonds where the names of those interested are of the utmost importance.

The way a catalogue starts out is the life of it.

Let it say something at once which will gain the reader's attention,

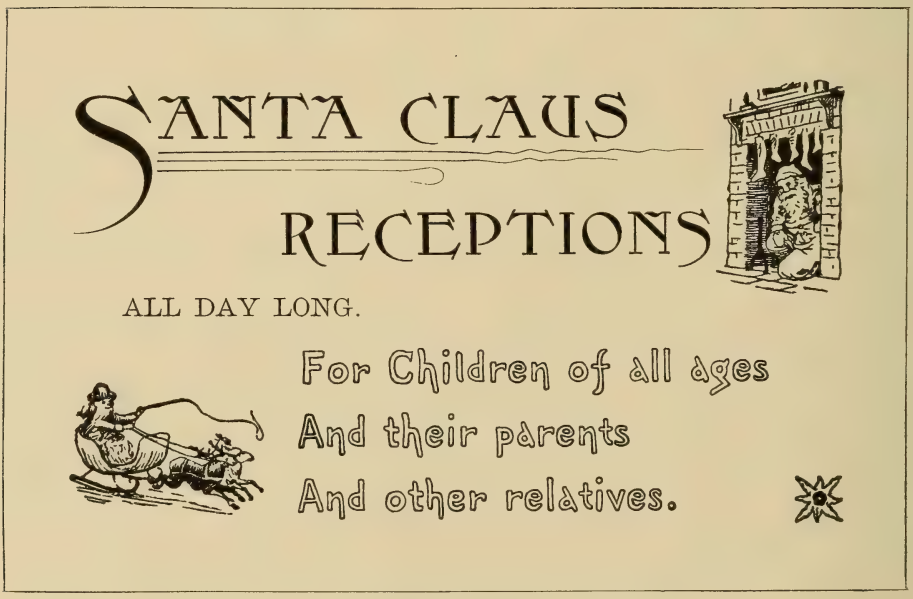
something which he is looking for, or is surprised after he finds it, something which, in a few words, makes him anxious to continue.

Always see a proof, no matter how small the printing job may be. Read the proof carefully, not only for typographical errors, but to obtain suggestions of improvement, which are more likely to be found in the reading of the proof than in the reading of the manuscript. No man ever knows what a fool he is making of himself until he sees himself in print.

The following samples of commercial printing are presented for what they may be worth in the suggestion of ideas. An idea conveyed to one line of trade can be easily made to apply, more or less, to any other.

The type used in the make-up of samples can be duplicated in every large city printing house, and any fairly equipped printing office can, by substitution, preserve the general identity of most of the samples.

No attempt is made to produce elaborate specimens of work. The expert printer does not need such suggestions, and the poor printer would botch them if he tried to follow the ideas.



Card Invitation.

"Perhaps you'll need me during '98."

I've had ten years of practical professional experience in Dentistry. I'm conveniently located in Brown's Block, Brown Street. My office hours are from 9 to 4 o'clock. My fees are as low as consistent with skilful workmanship.

WILLIAM WILLIAMS, D. D. S.

May 1, 1893.

Form of invitation. Should be upon double sheet.

From 15 Branch St.,

To 39 Smith Ave.



John Jones & Co.

Stoves and Furnaces



More room was needed—we took more room

Jonestown, Ohio,
June 1st, 1893.

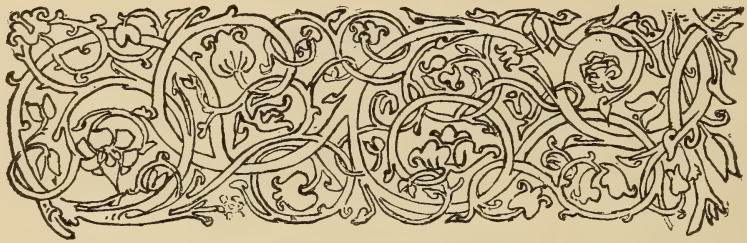
Removal Notice. Should be upon double sheet.

"A woman's bonnet, built to fit its place."

The pleasure of your company,
with friends, is requested at the Fifth
Annual Opening of the West End
Millinery Emporium.

102 Brown Avenue,
Monday, May 1, 1883.
9 to 4 o'clock.

Invitation. Should be upon double sheet.



Spoons. Every kind of Spoon you can use. Selling Spoons cheaper than ever—cheaper than anyone in Smithtown ever sold them. Propose to do Spoon business of Smithtown. Will pay you to call upon us. Something to show you in the way of Spoons you never saw before.

John Smith & Co.
44 Smith Avenue,
Smithtown, Ohio.

High Grade Circular Form. May be upon double sheet.

"'Tis not the clothes which make the man, but they help."

Inspection is invited to the

New Lines of

Suitings

Trouserings, and

Overcoatings

The latest invoices include the finest of American and Foreign Fabrics. The prices are consistent with quality of material and workmanship.

Brown & Brown,

TAILORS,

10 Brown St., Brownville.

Form of invitation. Should be printed upon double sheet.

Brownville, O., ... 189

Bought of Blackstone & White,

DEALERS IN

HIGH GRADE DRY AND FANCY GOODS,

BILLS PAYABLE MONTHLY.

1042 Washington Street.

310

Heavy style of Bill Head.

JAMES JONES.
HORACE SMITH.

REGISTERED CABLE ADDRESS,
"JOSMITH, SMITHTON."

JAMES JONES & CO.

MANUFACTURERS OF **Photograph Albums.** PLUSH CASES.

184, 186, AND 188 PRINCE STREET,

SMITHTON, VA., ... 189

311

RICHLAND & JANES,

Wholesale DEALERS IN BUILDERS' Hardware,

Nos. 148, 150, and 152 CENTRE STREET,

Centreville, O., ... 189

LEADERS IN PLUSH

Toilet Sets, Jewelry Cases, Albums,
Manicure Sets, Hand Bags,
Broom Cases.

From a Quarter, to a Dollar, and Higher.

Heading for Circular or well-printed Flyer. The top line would look well in crimson ink.

WILLIAM A. WILLIAMS,

INSURANCE,

1002 WHITEHALL STREET, ROOM 10,

BROWNTOWN, OHIO.

Business Card.

WILLIAM WILLIAMS, M. D.

102 Brown Street,
Warren, O.
Office Hours, 10 to 12.

Professional Card.

BROWN & WHITEHOUSE,

MANUFACTURERS OF

Oak Furniture,

260 WHITFIELD STREET,

WHITEVILLE, INDIANA.

Business Card.

BROWN & WHITE,

DEALERS IN

COAL, WOOD, LIME,

AND CEMENT,

567 Alleghany Street,

WHITE CITY = = = OHIO.

Heavy style of Business Card.

BROWN & WHITE,

DEALERS IN

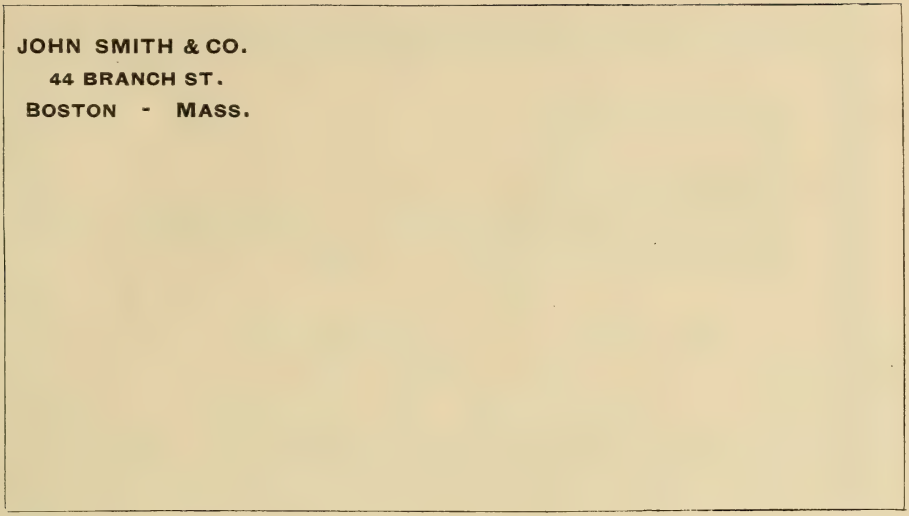
COAL, WOOD, LIME,

AND CEMENT,

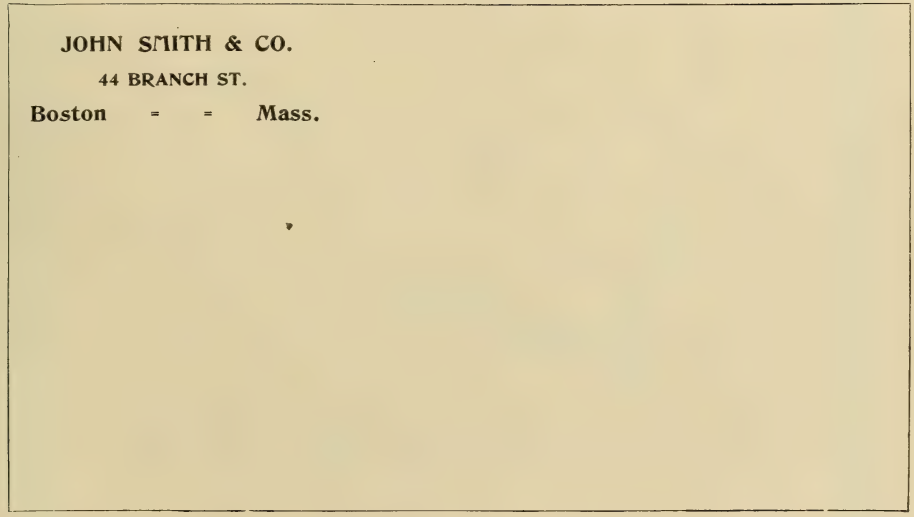
567 Alleghany Avenue,

WHITE CITY - - - OHIO.

Medium style of Business Card.



Envelope Corner.



Envelope Corner.

PROFIT MAKING PRINTING

It is our business to print everything—perhaps your printer hasn't enough modern type—we have—perhaps his presses are not of highest grade—ours are—perhaps he can't do a big job quickly—we can—perhaps your newspaper can't set your advertisements as well as might be—we do—we have the material and the skill to produce every result to printing possible—we have customers everywhere—California isn't out of our field—we printed Fowler's book—we are

L. BARTA & CO.,

148 HIGH STREET,

BOSTON, MASS.

No matter what it is let us estimate on it—costs you nothing.

Advertising for Women

"Upon the pocketless dress of woman hang the keys of trade."

THIS chapter's argument may flow against common opinion. So great a departure from accepted rule would not be ventured did not the writer feel positive, from actual tests of his own, and by the results of equally exhaustive trials by the large American advertisers, that he is not steering through unsounded channels.

Some time ago when papers had not their enormous circulation of to-day, and advertising space was not worth as much, nor appreciated as it is in this age of publicity, an extensive national advertiser made the original experiment of inserting, in a publication read exclusively by women, an advertisement of an article used entirely by men. The advertisement appeared in this publication, and continued to appear. The actual mail cash sales coming directly from the advertisement were two or three times as great, reckoning proportionate cost, than those received from the same advertisement in any of the one hundred leading publications which the advertiser patronized.

The statement made by unthinking dealers, and by others who are supposed to have a reason for their action, and particularly by dealers who make or sell men's goods exclusively, that it does not pay to advertise, because it is claimed that men do not read advertisements, is founded upon the softest kind of sinking sand.

No reasonable person, after due consideration, and with a desire to learn the truth, will ever make the statement that men do not read advertisements.

Ninety-nine and nine tenths per cent. of men of every stratum of society read advertisements, and are more or less influenced and directed by them.

The man who says he does not read advertisements is an intentional or an unintentional falsifier.

An ably written advertisement, well displayed, constantly before the man in his daily paper, or in his magazine, or in any other publication he reads regularly, must be seen by him, whether he wants to see it or not. He may honestly believe that he does not read it, and further than that, he may think that advertising has no influence upon him; he deceives himself; advertising always has had, and always will have equal power, over men of progress and fossil men.

Although substantially all men are readers of advertisements, and are directed by advertising argument, an advertisement has not one twentieth the weight with a man that it has with a woman, of equal intelligence and of the same social station.

The advertising columns of any decent publication, whether it be daily, weekly, or monthly, give to the woman information fully as valuable as that which she will derive from any other part of the publication.

It has been said, and there is much truth in it, that the average woman takes more interest in the advertising columns than she does in the genuine reading matter, supposed to be removed from any advertising bias.

A woman who would not read advertisements would not be a woman, consequently all women read advertisements.

Advertising statements are really news to women.

Woman is the buyer of everything everywhere.

Woman is the active partner of the home, and the silent partner of the office.

Every married man, and every brother of a married sister, and every fellow who goes with some other fellow's sister, ought to know that woman has an influence over man that he has never measured because he does not know how to measure it, and because the woman would not permit him to measure it if he did.

The man pays the bills. The woman regulates the damper of the home furnace, and holds the throttle valve of the business engine. She may not think she does, but she does. The man may not appreciate it, but that influence and directing power is there.

Woman buys, or directs the buying of, or is the fundamental factor in directing the order of purchase, of everything from shoes to shingles.

The better the woman the more directly she is interested in her husband's stockings, his hats, and other things. If a certain color or new style of necktie becomes the fashion, the woman will know of it at least a week before her husband has heard anything about it.

If the woman doesn't like the wearing quality of her husband's underwear, she will hunt up a store where better underwear can be bought.

The woman clothes the children. She is thrown into relation with every establishment where goods for men and boys are sold.

The woman can buy better articles, from spool cotton to ulster overcoats, for less money than the average man can buy with more money.

The woman knows whether trousers cloth will wear, better than the man inside of it. She knows whether his suit fits her husband, and whether his hat looks well on his head. She is more annoyed by the squeak of his boots than he is himself.

Man is a busy being; he thinks he is, whether he is or not. He is nervous, and doesn't have time for this and that, doesn't know how to keep up his wardrobe or his office. His office looks like a cluttered cellar, with clutter everywhere. Half the time he doesn't know that his office carpet is shabby. The chances are it will take his wife, or a nail, to tell him that the soles on his boots are worn through, or that the weight of his trousers hangs on half the regulation number of buttons.

The average man doesn't know about those things that he thinks he knows about.

A man is in want of office furniture. He doesn't know whether he wants a Jones desk or a Smith desk; it is his wife, or his book-keeper, or his bright stenographer, who suggests to him that a new desk is a business necessity. This woman reads advertisements, sends for desk catalogues, or tells the man to, and does the selecting for him, although the man thinks he is doing the whole of it.

The woman, if she be the right kind of a woman, is interested in the engine which runs her husband's mill. She is the one, if she be what she ought to be, who understands, or thinks she understands, outside of details, her husband's business. She is the one who sees the spot on the carpet before he does, knows that his chair isn't easy before he realizes it, although he has sat in it for years.

The woman chooses the color of paint which is to go on the house, who

makes the life of the architect miserable until he hits upon the plan of her peculiar desire, who demands that the kitchen sink be of a certain kind, who buys the kitchen stove, who selects the furnace, who says that hot water heat is better than hot air.

Woman directs the care of the garden, selects the style of carriage, and the style of horse.

Woman has the hand, or the underhand, of designating everything used in the house, on the house, and about the house.

Very likely the reader will say that these statements are untrue; that his wife doesn't take any interest in his business; that she doesn't care whether he sits upon a cushioned chair, or upon no chair. Poor fellow, he simply hasn't the kind of wife he ought to have started in with.

If the advertiser must cater wholly to one sex, at the sacrifice of the other, and it is seldom necessary to sacrifice either sex in business, he had better lean in the direction of woman; far better reach both the woman and the man.

So much is it believed that women read advertisements that it is the writer's opinion that it might pay to write an advertisement requesting the wife to suggest the cigars for her husband, for the woman, although she doesn't smoke, knows the flavor of the cigar better than the fellow alongside of her who is smoking it, for if he knew, very likely he wouldn't smoke that kind of a cigar.

It is not advisable to forego the use of advertisements appealing directly to men. There are certain lines of goods, stocks and bonds and some other things, which, perhaps, had better be advertised largely in papers circulating almost exclusively among men. Undoubtedly it pays to advertise in these papers, but there has never been an article, from pins to ocean steamers, which could not be as advantageously advertised, if not more so, in the paper which goes to the man, his wife, and his family, in preference to the paper which is wholly devoted to business, and read entirely by business men.

Do not depreciate the value of business papers; it pays to advertise in them; but the man who thinks he can reach the mercantile pocketbook as well by keeping his advertisements exclusively in these papers, at a sacrifice of other publications, is simply fooling himself, and losing money because of doing it.

The shrewdest advertisers in the world are writing advertisements which appeal directly to women.

The advertisements in the leading magazines are more than three fourths directed almost exclusively to catch the woman's eye, and yet half of these advertisements, if not more, are for goods either used by men, or in connection with their business.

The publication which has succeeded, and which will always succeed, is the one printing the most matter of general interest to woman and the family.

The paper printing nothing but news of stocks and bonds, failures and mortgages, and read almost exclusively by men, is the paper in which it seldom pays to advertise extensively, for the paper can have, at best, but limited circulation.

The great daily, the great weekly, the great magazine, circulating, as they do, among the families of the land, with their news and literature flavored to whet the appetite of the reader, with children's column, women's column, columns of style, and miscellany, are the publications of great circulation, bound to pay the advertiser of general everything more to the square inch than other publications can pay to the square foot.

There is not a case on record of any paper becoming successful, in this or any other country, which did not arrange its matter, from its editorials to its news, from its illustrations to its literary articles, to be pleasantly absorbed by the woman of the home.

If the great publications, from the leading magazines down to the simple country local weeklies, are bending every energy along the line of feminine desire, it is certainly necessary that the advertiser should not forget that there are as many women as men, and that every woman has a husband, or wants one, and that whether she marries or remains single, she is the power behind the man, greater than the man himself, and it's a mighty lucky thing for progressive civilization that the hand that rocks the cradle has a hand in about every other kind of rocking.

Woman is the pivot of trade turning.

Did you ever

stop to consider that women buy vastly more than men?

To reach buyers, then, you must appeal to women.

Who reads a woman's paper?

The conclusion is obvious.

Advertise your wares in

Harper's Bazar

the greatest woman's paper in the world.

The Five Points of Trade

"The strength of the whole is in the harmony of the parts"

IF advertising is not business it has no business to be of business.

Advertising is business.

Advertising is one of The Five Points of Trade.

Advertising is one of the five working links in the chain of ever-lasting profit.

The successful consummation of trade, whatever the nature of trade may be, requires full appreciation of The Five Points of Trade.

The First Point of Trade is something to sell.

The Second Point is a place to sell it in.

The Third, business management and adequate working capital.

The Fourth, salesmen and employees.

The Fifth, advertising.

Something to sell is necessary to selling. Point One settles itself.

It is as necessary that there be a place of selling as something to sell. That place may be a store, an office, or a peanut stand upon a street corner, so long as it is appropriate to that which it holds for sale. Point Two attends to itself.

The ethics of trade acknowledge that business management and capital are of the same vital necessity as are something to sell and a place to sell it in.

Profit cannot be made, legitimate business cannot be done, unless there be the right quality of ability which will allow goods to be bought, and, upon the average, sold for more than paid for them.

No business requiring working capital can be done without working capital.

Point Three disposes of itself as easily as do the preceding Points.

The Fourth Point of Trade, that of proper salesmen and employees, should stand in the same line as do the other three.

It is not yet appreciated.

People will buy necessities, and want to buy what they cannot get along without, as much as the salesman desires to sell them, yet fully ninety per cent. of all trade is consummated by the ability of the salesman to so meet the customer, that by personal magnetism, attention, and application he may secure a definite order.

With the best goods for sale, the most magnificent warerooms to sell them in, the extreme of remarkable business talent in buying and making prices, no trade may be done, even if the goods are necessities, without the intervention of the right kind of salesmanship, able to close the sale.

If inconsistency is practiced in the regulation of business, it is often confined to the lack of procuring and keeping proper salesmen and employees.

The idea that goods sell themselves has exploded.

The merchant who continues to labor under the sure-to-result-fatally apprehension, that, if he furnishes the best of goods, makes the prices to suit the public, and has a conveniently arranged store or warerooms, the cheapest grade of salesmen and saleswomen is all that is necessary in the selling department, will find, except in exceptionable exceptions, that his logic is too leaky to hold business water.

The quality of salesmanship has as much to do with profitable trade as the quality of goods.

The ability to sell by personal application is as potent a factor in the consummation of trade as the prices marked on the goods for sale.

The man who understands selling can as easily sell any article for more than the regular price as can a poor salesman sell it for a good deal less than what it is worth, unless the article be of absolute necessity, and the firm the only one in town which keeps it; then the buyer is obliged to buy whether he wants to or not. This happy condition does not exist anywhere.

The Fifth Point of Trade is advertising. It is simply one of The Five Points of Trade; neither more nor less; worthy of the same, and of no more, attention than should be given to the other four Points.

Take away something to sell, and the other four Points of Trade are valueless.

Take away place of selling, and the other four Points of Trade are worthless.

Take away business management and capital, and the other four Points of Trade cannot hold together thirty days.

Take away salesmen, and the other four Points of Trade must work under fatal handicap.

Take away advertising, and the other four Points of Trade cannot bring in a flush result.

The opinion that advertising sells goods never originated in fact.

Advertising never sold goods worth selling.

Advertising never will sell goods, beyond a few transient sales unworthy of consideration.

Advertising is simply the accomplice before the fact — that which assists the salesman and the goods themselves in the consummation of sale; that which makes it possible for the business man to sell what he has for sale; that which brings possible customers to the goods, leaving the rest for the other four Points of Trade to accomplish.

Advertising is the silent drummer that tells the public what the business man wants them to know about the goods he has for sale; which suggests to the people to trade, and in a way peculiar to itself, literally pushes them into trading, without their knowing anything about it.

Yet advertising does not directly sell goods.

The injection of advertising into the veins of trade quickens the business heart.

Advertising must be considered as *one* Point of Trade — no more, no less — as essential to the consummation of profitable trade as any of the other four Points; no more so.

So long as advertising works in harmony with the other four Points of Trade, and the other four Points of Trade work in harmony with each other, and with advertising, there is positive assurance of profitable business.

It has been said that fifty per cent. of advertising does not pay as expected. The truth could have been told if the per cent. had been put higher.

Far more than the majority of advertising does not pay as it ought to pay.

Advertising generally pays something; give it any chance and it will bring some return.

The management of advertising now-a-days is simply to make it pay the heaviest dividend possible, not to be satisfied with indifferent advertising and with indifferent result.

The common remedy in business, when business is poor, is to lay the responsibility at the door of advertising, and to cut down advertising.

The majority of merchants reduce advertising expense before they reduce any other.

They do this when the experience of business men, whose opinions are worth having, because they have made continuous success from the start, has told them over and over again, that rightly directed advertising, whether it be for the retail selling of chairs or the wholesale selling of pianos, in dull season, in out of season, and in flush season, will do more to assist in legitimate, profitable sales than anything else under the business sun.

There is no excuse for not advertising; there is excuse for doing poor advertising. The unprofitableness of advertising is not in doing too much of it. It is in not doing it correctly.

It is the department where is generated the oxygen for the four other departments of business, that the business may not die of stagnated consumption.

The proportion of trade success is reckoned by the degree of harmony existing between The Five Points of Trade.

The weakness of any one Point is like the weakness of the poorest link in the chain.

The most liberal advertising will not continue to sell goods if the goods are not worth buying.

The best advertising and the finest quality of goods will not make trade if the salesman behind the counter does not know how to sell the goods before him.

The salesman who does not read the advertisements of the firm cannot know how to sell the goods advertised.

It is as important that the salesman should read the advertisements as the man who wrote them or the man who pays for them.

One hundred dollars' worth of advertising and one dollar's worth of clerk-hire are as disproportioned as are one hundred dollars' worth of clerk-hire and one dollar's worth of advertising.

Ten dollar men cannot fill twenty dollar positions.

A dark, gloomy store is not the place in which to sell black velvets.

Life in the store and dullness in the advertising refuse to produce combination result.

Dullness in the store and life in the advertising cannot help each other.

The happy day of things selling themselves will not arrive this side of the millennium.

The fight of business is upon the battle field of hard experience, defeat, and victory.

Luck may be a potent factor in occasional cases, but the man who depends upon luck for success is more foolish than he who would support his family upon the hope-to-receive profits of lottery tickets.

Advertising let loose will never be successful.

It is as unbusinesslike to do promiscuous advertising as it is to keep books without system.

Let not the advertiser forget that unassisted advertising is well-nigh valueless.

The strength of assisted and well-regulated advertising can only be limited by the possibilities of business.

The Five Points of Trade cannot exist unless they live and grow together.

The strength of The Five Points of Trade is in their harmony. Each one is as important as all the others, for any four cannot exist without the fifth.

The day has arrived when the business man should look his business fairly in the face; to expect no more of one department than that department is competent to handle.

The business man has no right to throw the responsibility of his failure on advertising any more than he has to throw it on any other mismanaged department of his business.

Advertising is a business commodity, a member of the Cabinet of Trade, without which the Cabinet cannot hold a business meeting.

The strength of the whole is in the harmony of the parts.

Engraving

" The next thing to the real is the semblance of it "

UNDER this chapter title must be considered together, wood-engraving and process or photo-engraving, for the two, different as they may be in method of production, commercially are identical in result, and therefore cannot be intelligently discussed apart.

If the advertiser is still stimulating doubts about the value of illustrated advertising in periodicals, and of illustrations in catalogues, and other books of advertising, he has only to turn to the advertising pages of the leading magazines and prominent national weeklies, and to catalogues and printed matter of every class, to the methods of the largest and shrewdest of international, national, and local advertisers, to be forever convinced that illustrative advertising has passed beyond the need of a champion.

Fully two-thirds of the announcements of every class, with the exception of those of pronounced local character, are accompanied by one or more illustrations, either for the purpose of exhibiting the goods advertised, or in the form of some ornamental design, or general picture, to draw attention to the advertisement.

Columns of printed description can never give so good an idea of the appearance of some articles of trade as can the well made picture of them.

An illustrative advertisement must be conspicuous. It is kindergarten in a true sense, for it appeals instantaneously to the eye, and allows the eye to work with the sense of reason in the absorption of the argument of the advertisement.

As strong and effective as may be an illustrative advertisement, there is positively no sense in illustrating any article of trade, if the illustration

cannot do justice to the article, and will not assist in formulating the reader's idea of it; and there is less than no sense in using such illustration in a paper of general character, read by general people, when an expert can hardly comprehend the article advertised, by the illustration of it.

It is far better to use no illustration at all than to use an illustration which does not assist the reader in understanding the advertisement, unless such illustration is for striking appearance, answering the same purpose as a blot of ink, or a border, with no more reference to the advertisement than the flags of all the nations on the tent of a circus.

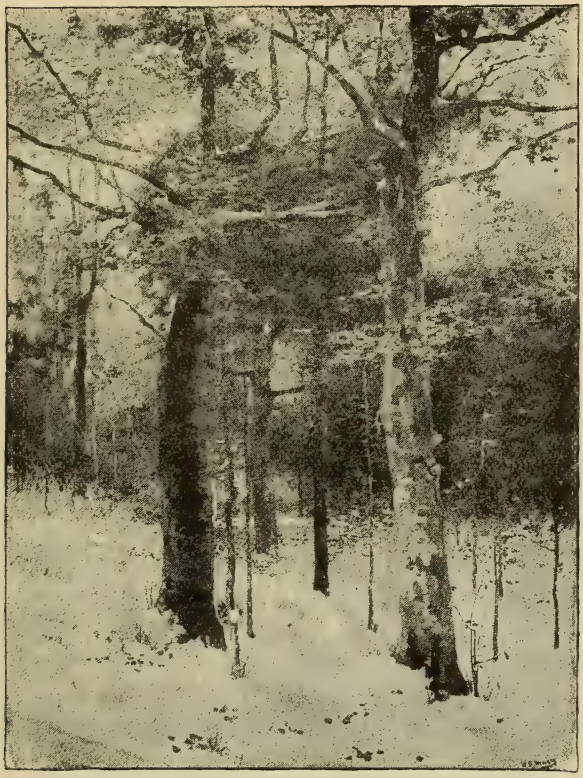


Plate No. 1.

A picture of a woman, well dressed, will display the general style of the dress, but it never can do justice to the quality of the silk in the dress.

A stove can be illustrated, if the cut be large enough, but a small picture of a stove is worse than no picture at all. If the picture cannot present the ornamentation and general plan, and also show that the stove is somewhat different from other stoves, then there better be no picture of it.

The outline of a bicycle, if it be mechanical, and printed upon plate paper in a catalogue, will tell people how the bicycle is made, and will display the graceful lines, and curves, and the symmetry of its entirety,

but a small picture of a bicycle, in a periodical, printed upon three-cent paper, with coal tar for ink, will make that bicycle look as badly as any other bicycle, and is of no use whatever, except to attract the attention of the bicycler who has a bicycle, and to act as a red flag to drive away the man who thinks he is prejudiced against bicycles, and refuses to read bicycle argument.



Plate No. 2.

Right here, in a chapter which purposes to prove that illustrative advertising is effective, it must be shown that illustrations can be used to drive away trade. Certain people may be prejudiced against the bicycle, or the hot water heater, or steam boiler, or the use of mineral waters, or may not believe that they need to buy books. Illustrations of these articles may handicap the articles advertised. A picture of a hot water boiler, assuming that such a picture can be reduced and be effective, for it cannot in fact, will prevent a reader prejudiced against hot water and steam heating from reading the advertisement.



Plate No. 3.

The majority of men have their prejudices without foundation. They think they don't want a thing because they think they don't want it, and so they refuse to be argued with, and to read anything acting against their prejudice, The eye strikes the hot water boiler and the biased mind puts on the brakes of sight, when the same eye would carry its

owner partially, if not wholly, through a written argument, not giving away its entirety at the start.

If a man will take medicine, it is a good plan to mix the medicine with something else. He will not know what he has taken until it is too late. This idea applies to advertising.

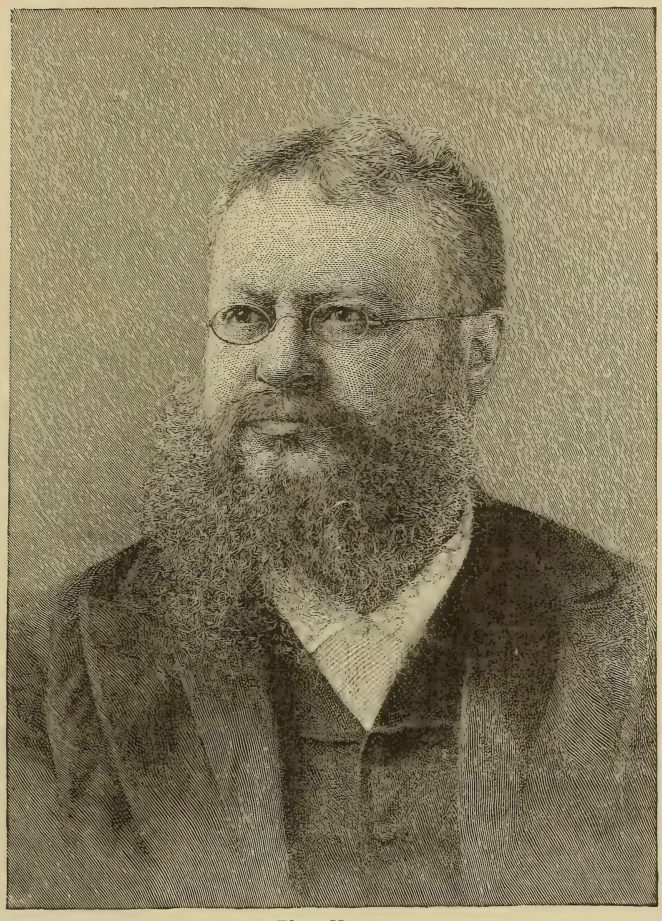


Plate No. 4.

A man may feel that he never has a right to be interested in varnish; that varnish is varnish; that one kind of varnish is just as good as another. If the advertisement be surrounded with the word "varnish," very likely he will not read the advertisement, while if the advertisement be a well put together and brief argument, appealing to the man's common sense, and proving to him that he should be interested in varnish, most likely he will read the greater part of it before realizing that he has become influenced by its argument.

Nothing which has been said should be used against direct advertising, that is, a bold statement at the start, presenting at one blow the article advertised, but the shrewd advertiser will never confine himself to one style

or plan, he will use them all, in order that he may receive the full benefit from them all.

The rule to follow in the use of engravings in advertising and printing is to use illustrations whenever such illustrations will benefit the article, and provided that the illustration is not such as will prevent the prejudiced man, if there be many of him, from reading the advertisement.

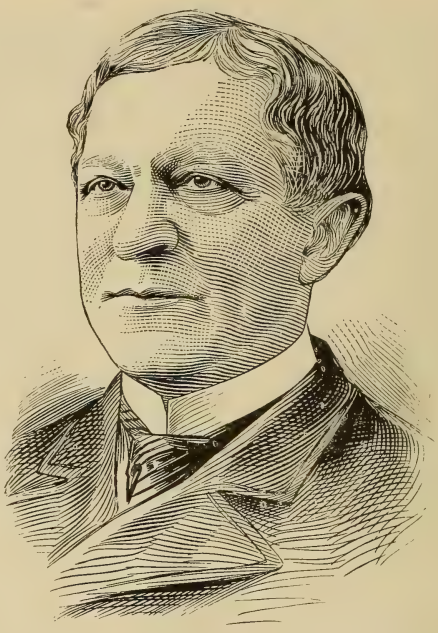


Plate No. 5.

Catalogues can have no excuse of being without illustration, unless it is impossible to illustrate the goods presented.

Catalogue illustrations should be large, most of them full pages. They should be drawn by artistic artists, or mechanical draftsmen, and should not be made up by incompetent boys and blacksmiths at the trade of drawing. They must be as comprehensive and as full as possible. The more illustrations in a catalogue, generally, the better. Better have too many than not enough. Better show every side of the article; in many positions; so that the business man, though a fool in his knowledge of mechanics, cannot err in understanding the catalogue.

The descriptive matter should be very brief, and as non-technical as possible, unless the catalogue is for experts in the line of its business. If it is necessary to present purely technical matter, set it in smaller type, under the general heading of "brief," and let the description be of general character, easily understood by everybody. In this way, the catalogue is



Plate No. 6.

acceptable to both classes; the common class, because the description is



Plate No. 7.



Plate No. 8.

comprehensive and simple, and to the scientific class, because the brief gives them the technical knowledge they desire.

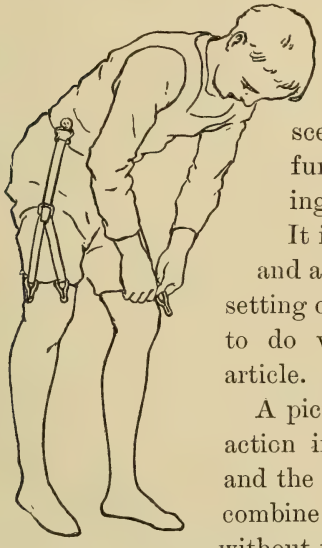


Plate No. 9.

Do not have the explanation too far removed from the picture illustrating it.

Generally it is advisable to surround the drawing of the article with appropriate scenery. A stove looks better in a room with furniture and the family, than it can appear standing out in its mechanical plainness.

It is, perhaps, advisable to show a mechanical cut, and a picturesque cut also, but do not forget that the setting of the article itself in the engraving has as much to do with its effectiveness as the identity of the article.

A picture of a boy on a sled, sliding down hill, has action in it. A picture of the sled, without the boy and the hill, is mechanical and tame. A good artist can combine artistic surrounding with the technics of trade, without the one injuring the other.

This idea of placing scenery, and other surrounding matter, around a technical picture, applies even more strongly to illustrations in periodical advertisements. In such advertising, the beauty of the picture, and the life and action in it, have more to do

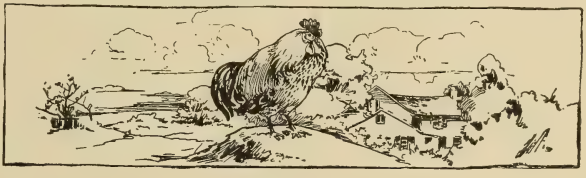


Plate No. 10.

in attracting and holding the reader's eye than the mere mechanical picture itself.



Plate No. 11.

If it can possibly be avoided, do not place mechanical cuts in periodical advertising, without accompanying them with surrounding action, and do not have a cut of anything plain in itself, and without scenery, when there are many other things looking exactly like it, perhaps illustrated the same way in the same periodical.

The effectiveness of the picture depends entirely upon the ability of the artist to surround mechanical drawing with the appropriate background.



Plate No. 12.

Ornamental designs in advertising, which do not necessarily pertain to the business itself, but are purely artistic, and more or less striking, are to be often recommended.

It is far better to use a good design of general character, applying as much to shoes as it does to shirts, than to attempt to make a design out of shoes when shoes will not allow such a design to be properly constructed.

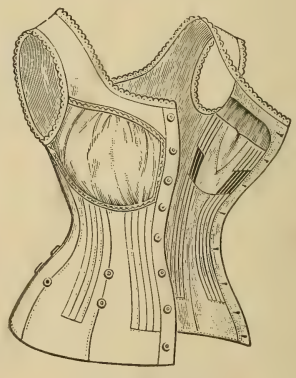


Plate No. 13.

The reader is referred to the chapter entitled "Ornamental Type," for the consideration of borders in advertisements — a part of illustrative advertising.

Catalogue covers must be ornamental, or else they must be extremely plain; the half

and half disgusts everybody. One line of type on the cover is a great deal better than an ornamental design, unless the ornamental design be drawn by an artist. Do not generally give away your business on the catalogue cover. If your business be that of stoves, don't plaster your cover with stoves. If you can make up a design illustrating stoves, and yet not give a picture of a stove, do so, but have the design truly ornamental, with or without direct or indirect stove design, in preference to forcing in a stove if the stove cannot be well presented.

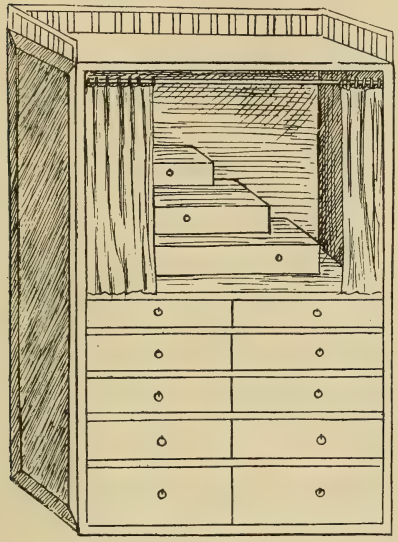


Plate No. 14.

Remember one point, that the effectiveness of engraving depends on the ability of the artist. The artist who can make a good human figure, may make a failure in drawing a chair, or a shoe. Every artist is a specialist, and generally the all-around artist is not good for much of anything. Employ for your work the artist especially adapted to that work.

The artist, who will make a sketch for a dollar, is generally a pretty poor artist. No artist can afford to work for a low price. It costs no more to engrave a poor thing than a good one, and, when engraved, it is yours forever.

Better pay ten, fifteen, twenty, or twenty-five dollars for a good design



Plate No. 15.

than to pay one, two, or three dollars for one which isn't of any use.

Whenever possible, let the artist draw the article from life, and tell him what the article is to be used for, that he may not draw inappropriate surroundings.



Plate No. 16.

Engraving, so far as it applies to business, is divided into three classes: wood-engraving and photo-engraving, steel and copper engraving, and lithography. The last two are considered in chapters by themselves.

Wood-engraving is the original method of reproducing drawings, or pictures, to be printed, with or without accompanying type, on the ordinary printing-press, with printer's ink.

To obtain a wood-engraving, or a wood-cut, as the printers generally style it, it is necessary to have a drawing, or photograph, the latter is preferable, of the subject to be engraved. If the drawing is for photo-engraving, it must be drawn upon white paper, in jet black or India ink. Half-tone, and some other process work, including portraits, can be executed directly from photographs. Drawings, or photographs, for wood-engraving, are generally transferred directly by photography upon box-wood, but if the design be simple, it is drawn directly on the box-wood. The drawing can be larger than the cut, or it can be photographed up or down to any convenient size, provided the artist has provided for it in his method of handling the subject.

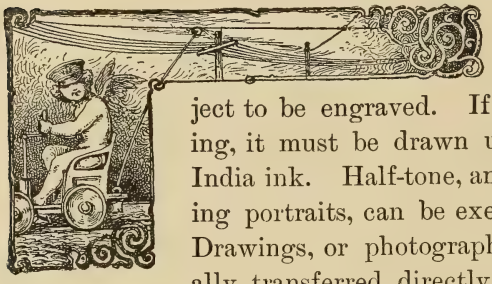


Plate No. 17.



Plate No. 18.

The accommodating camera will handle any drawing of reasonable dimensions, enlarging it if need be, or reducing it to the required size to be engraved, but the drawing cannot be enlarged or reduced except proportionately. If other than proportionate

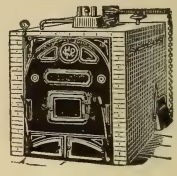


Plate No. 19.

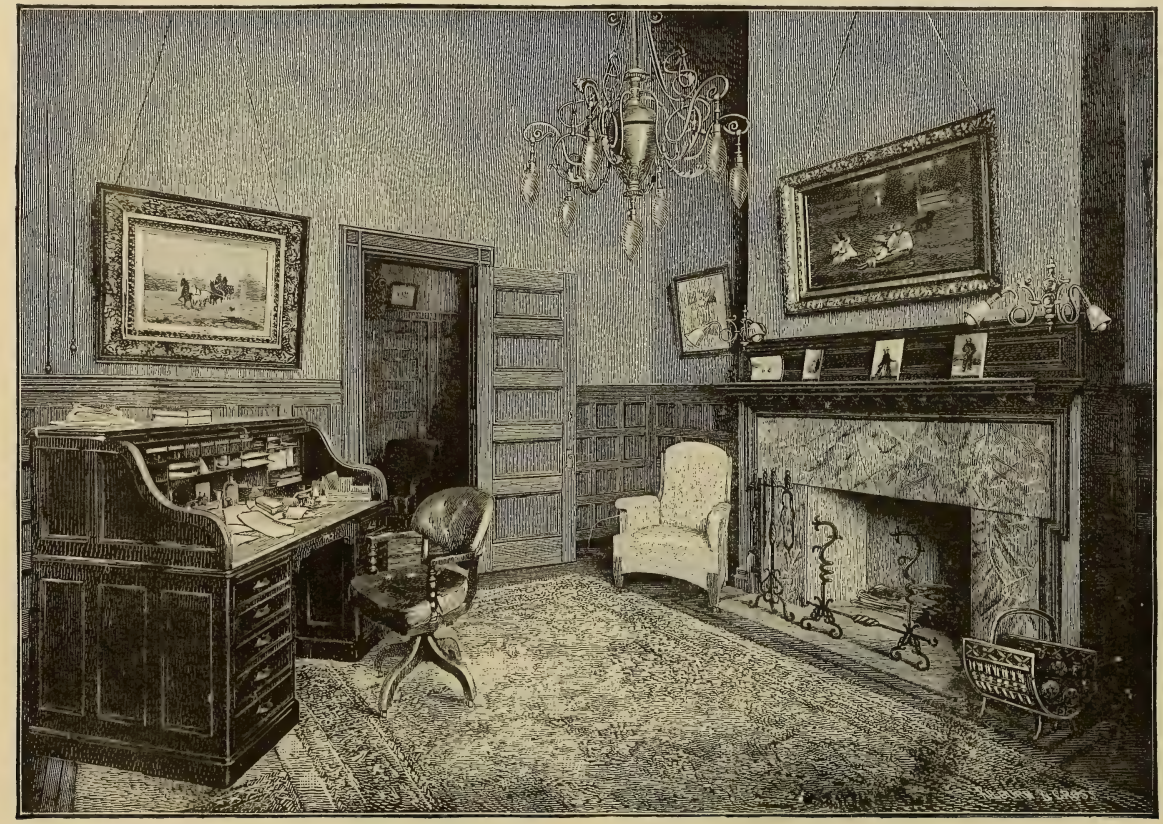


Plate No. 20

change is desired, it must be redrawn.

The drawing, or photograph, should be absolutely correct in essentials before the engraver begins. Slight alterations can be made after engraving is finished, but such changes are expensive.

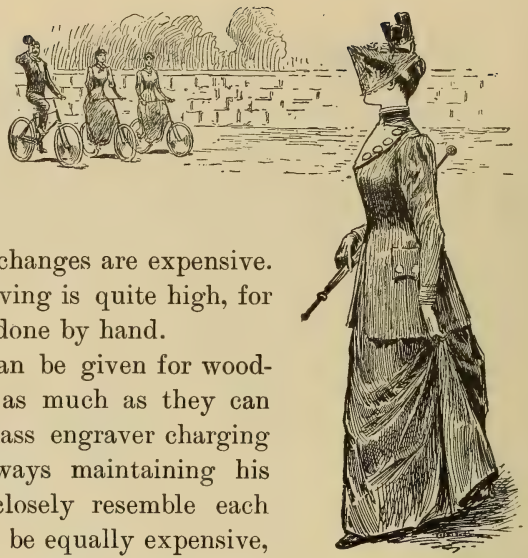


Plate No. 21.

The expense of wood-engraving is quite high, for the greater part of it must be done by hand.

No specific scale of prices can be given for wood-engraving, for engravers ask as much as they can conveniently obtain, the first class engraver charging more than a novice, and always maintaining his price. Two drawings may closely resemble each other, and seem, to laymen, to be equally expensive, and yet there may be twice as much work in engraving on wood the one as in the other.

The designing, drawing, and engraving of an outline wood-cut, say of about four inches square, will cost from five to ten dollars. The outside of a store, engraved, in about the same size, will cost from ten to twenty-five dollars, including the drawing, or photograph. A good engraving, on wood, of a stove, measuring about four inches in the perpendicular, will cost from eight to fifteen dollars, while twice as large an engraving would probably not exceed in cost from twelve to twenty-five dollars.

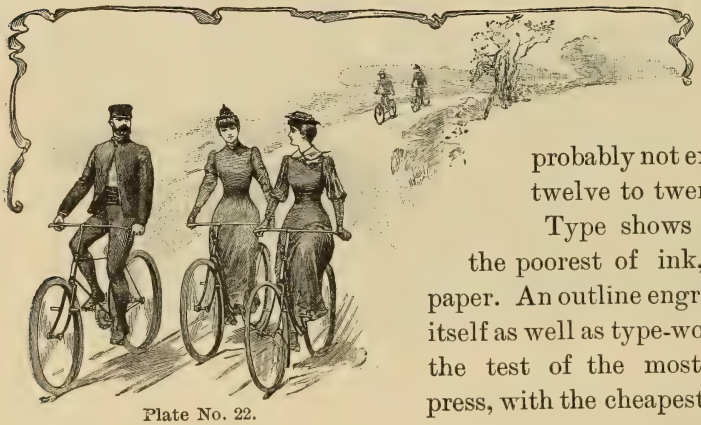


Plate No. 22.

Type shows fairly well with the poorest of ink, press-work, and paper. An outline engraving will present itself as well as type-work, and will stand the test of the most rapid newspaper press, with the cheapest of paper and ink.



Plate No. 23.

The engraver should always be informed by the merchant to what purpose his engraving is going to be used, for a fine wood-cut will not print well upon poor paper, with poor ink, many such engravings appearing as mere blots when printed.

Finely executed engravings, like those used in the text of the leading magazines, cost, irrespective of the original drawing, for engraving alone, as high as from one hundred to two hundred dollars, the original drawings costing anywhere from fifty to one thousand dollars, depending upon the reputation and ability of the artist.

All engravings intended for single columns should not be wider than two and one-eighth inches, or thirteen Picas, that they may fit the size of nearly every newspaper column, the majority of weekly newspapers allowing an electrotype two and one quarter inches wide, but the two and one-eighth rule is the safest. Magazine columns measure about two and one half to two and five eighths inches.

Printing should never be done from the wood-cut, but from an electrotype made from it.

Photo-engraving, or that which is known as process work, is no longer a new method of repro duction. It is calculated to super sede a large percentage of wood-engraving.

There are probably one hundred process cuts to one wood-cut in common use, largely because many subjects can be as well treated by photo-engraving, and the expense of production is much less.



Plate No. 24.

Few printers possess the conventional prejudice against photo-engraving, which prejudice, at the start, was not wholly unjustifiable, for the poorly executed photo-engraving is much more a failure than the poorest wood-cut.



Plate No. 25.

Outline, and open cuts, can be produced by either process, and they are to be recommended for newspaper advertising.

The principal difference between wood-cut engraving and photo-engraving is, that a process-cut is not so deep as the wood-cut and the lines are not quite so sharp.

If one is to carry a certain illustration through all of his advertising, and it is to remain permanently with him, the extra expense of the wood-cut is not to be considered, but for transient illustrations, and for illustrations which must be done speedily, the photo-engraving process offers the greater advantage.

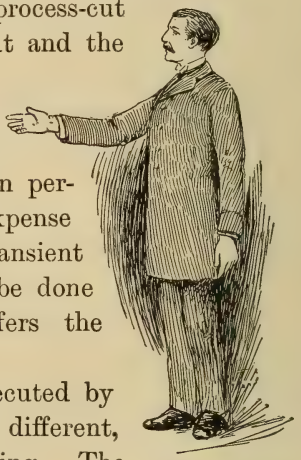


Plate No. 26.

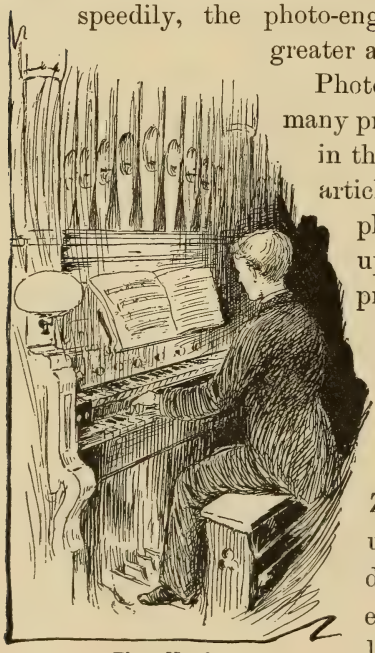


Plate No. 27.

Photo-engraving is executed by many processes, similar yet different, in the method of handling. The article to be engraved must be photographed, and the photograph printed upon zinc, copper, or gelatine, the gelatine process being now little used in photo-engraving. The copper, or zinc, between the photographed lines, is then removed by the use of acids, and the plate then forms a matrix from which electrotypes may be taken, or the original plate may be used. Zinc and copper are almost universally used, the zinc process allowing the great daily papers to make, frequently in not exceeding an hour, an illustration in outline of almost any subject.

The half-tone cut cannot be printed in a newspaper, nor should it be printed upon other than coated paper. Half-tone cuts are made from wash drawings, that is, drawings made with a brush, where the lines do not show, or are made directly from photographs. This process produces the most delicate and softest of realistic effects, and is much used for portraits and views of scenery. The process is not yet fully perfected.

Plate No. 1 presents a half-tone illustration. The paper of this book is



Plate No. 28.

what is known as sized and calendered. It is not coated paper, and therefore this engraving does not display its full quality.

Plates No. 2 and 3 present portraits of the same gentleman. The first represents a fine wood engraving of him, the last a semi-outline cut. The first engraving must be printed upon good paper; the second engraving will show well anywhere. Plate No. 2 costs to engrave upon wood in the

vicinity of $25.00; it may be photo-engraved from a drawing costing about $7.00 for about $1.50. Plate No. 3 would cost to engrave upon wood, about $10.00; to draw upon cardboard for photo-engraving, about $4.00, and about $1.50 to be photo-engraved.

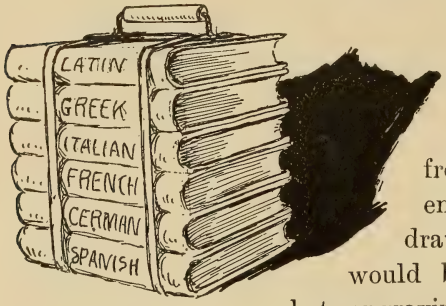


Plate No. 29.

Plate No. 4 presents a portrait, cut in wood, with a dark background. Such an engraving, taken from a photograph, would cost, to engrave upon wood about, $40.00; the drawing for photo-engraving process would be worth about $12.00; and the photo-engraving would cost in the vicinity of $3.00; but photo-engraving in this case would not be as effective as wood-cut work. A half-tone of this size, taken directly from the photograph, would be worth about $8.00.

Plate No. 5 presents another portrait, somewhat lighter than that shown in Plate No. 3. This would cost to cut upon wood about $12.00; to be



Plate No. 30.

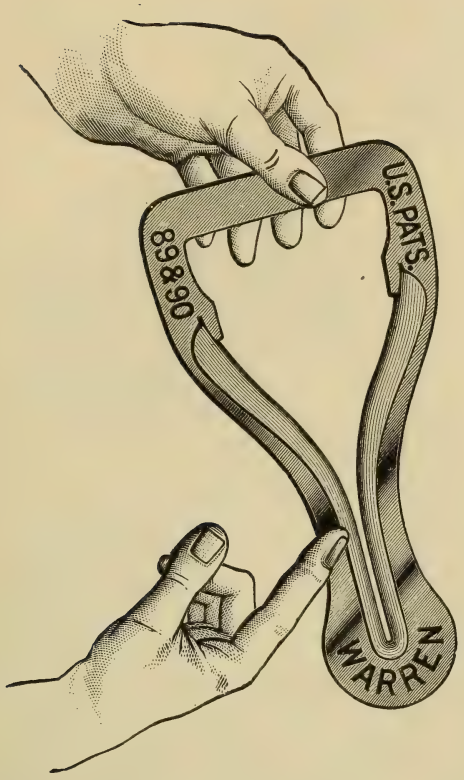


Plate No. 31.

photo-engraved, about $1.50, the India ink drawing for the purpose being worth about $4.00.

Plates No. 6, 7, 8, present three well drawn outline pictures, which will print well anywhere, and show effectively under all circumstances. These pictures were drawn upon wood, but can be reproduced, substantially as well, by photo-engraving. They cost, engraved upon wood, in the vicinity of $4.00 each; the drawings are worth about $4.00 each, and the photo-engravings would cost from $1.00 to $1.50 apiece, the expense of this class of work being about the same whether done on wood or by the photo-process.

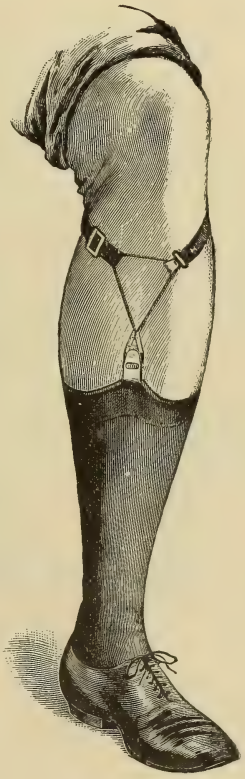


Plate No. 32.

Plate No. 9 is another outline drawing, which cannot be so poorly printed as not to look fairly well. This represents a process cut, the drawing having been made by an artist particularly proficient in exterior anatomy. Such an artist would charge for a drawing like this $5.00 or $6.00; it would cost about $4.00 to cut in wood, or about $1.50 to be done by photo-engraving.

Plate No. 10 presents another outline design, which will print well anywhere, but is not effective in any

case. It illustrates a class of subject treatment which is not profitable, because it is not striking, and is absolutely without business meaning.

Plate No. 11 presents an outline process cut of a shoe. The drawing is worth in the vicinity of $2.00 and the cost of reproduction by photo-engraving is about $1.50. It would not cost much over 50 or 75 cents more to produce the same thing in wood.

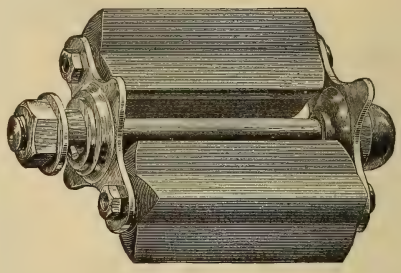


Plate No. 33.

Plate No. 12 presents the same shoe in a different position, but engraved upon wood. The shoe was photographed, the photograph transferred upon wood, the cost of engraving being about $6.00. A cut like this could not as well be reproduced by process.

Plate No. 13 represents what might be considered a semi-outline cut, that is, it will not print as well as a regular outline cut, but the lines are not sufficiently close together to prevent it from showing fairly well anywhere. The drawing of such a cut is worth about $3.00; to engrave upon wood would cost in the vicinity of $5.00, the expense of photo-engraving being about $1.50. One process is about as good as another for a drawing like this.



Plate No. 34.

Plate No. 14 shows a piece of furniture so drawn as to give the general character of the article, and yet it will print well anywhere. The majority of furniture being advertised in the daily papers, outline or semi-outline cuts should be invariably used. The drawing is worth about $2.00; the engraving upon wood about $4.00; by photo-engraving about $1.50. One process is substantially as good as the other in illustrations of this character.

Plates No. 15 and 16 are taken from the same drawing, the drawing being photographed up for one, and photographed down, for the other, a line surrounding the small drawing, but

omitted in the larger. These illustrations will print well anywhere, the larger one, of course, being more open, will be more striking when printed with poor ink upon poor paper. These pictures illustrate what can be done with the same drawing, it being made to fill two different sized spaces, substantially filling one as well as the other. The drawing is worth about $10.00. The first class artist in children would probably

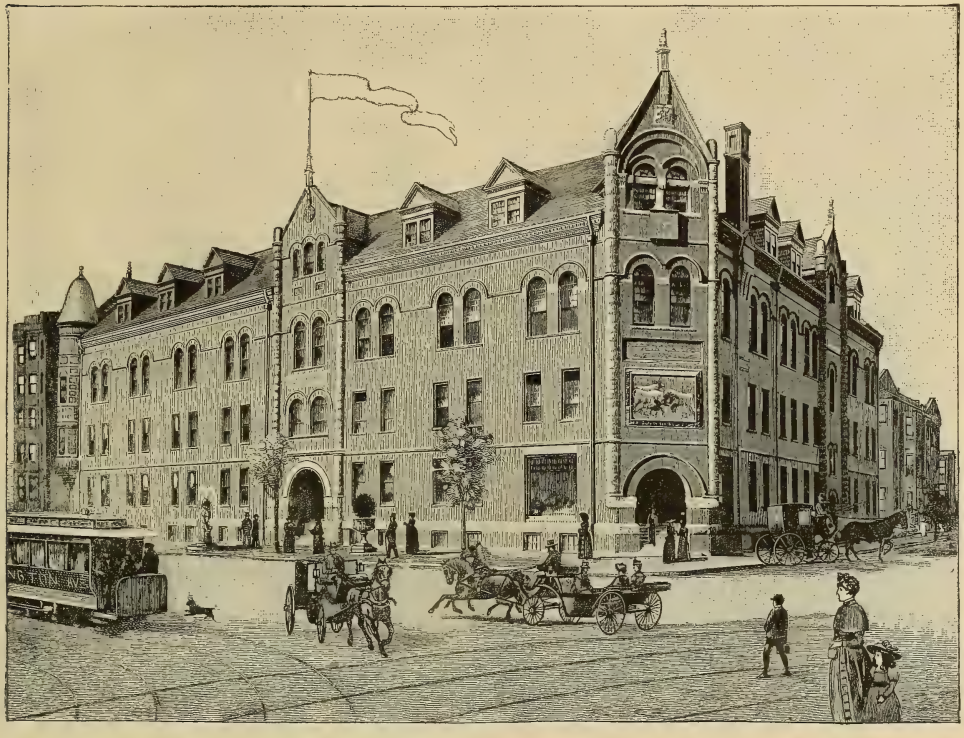


Plate No. 35.

charge $15.00. The small cut would cost to engrave upon wood about $6.00, the larger cut about $8.00, the smaller cut photo-engraved about $1.50, the larger cut about $2.50.

Plate No. 17 presents a vignetted picture, allowing the type to go partially into the picture. Pictures of this class are particularly effective in commercial work, and are generally to be used. The drawing is worth about $5.00, cut on wood about $6.00, photo-engraved about $1.50.

Plate No. 18 displays, in the most reduced form, the same article as is presented in Plate No. 13. A corset, or waist, cannot be cut down smaller than is shown in this plate, which plate will print anywhere, because it is exceedingly open for its size. A drawing like this is worth about $2.00, cutting on wood or photo-engraving about $1.50.

Plate No. 19 presents a hot water or steam boiler. In this size the picture does not show the character of the boiler, and is substantially

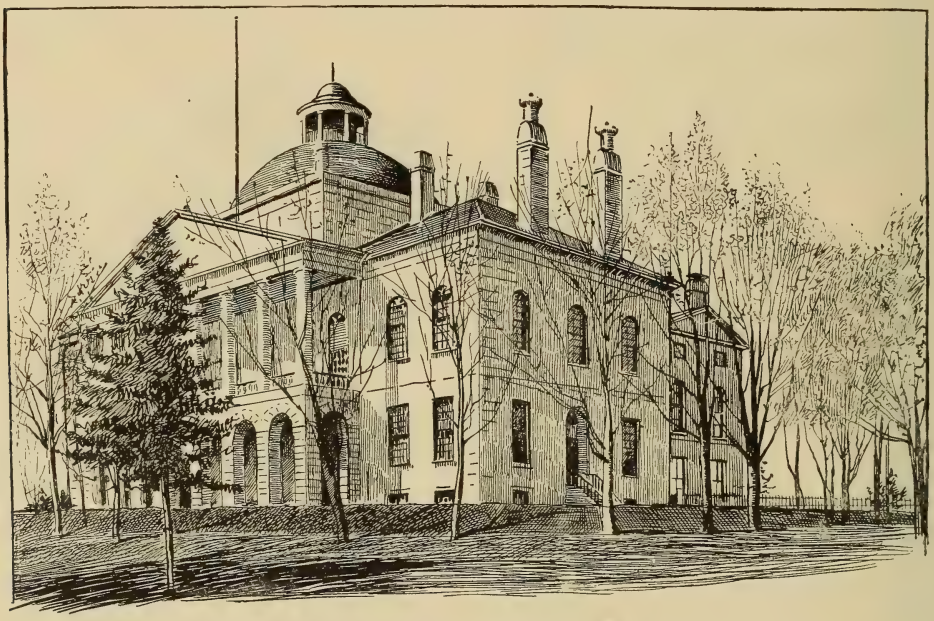


Plate No. 36.

worthless. The drawing will cost about $2.00, cutting on wood about $3.00, photo-engraving about $1.50.

Plate No. 20 presents an interior office view. The cost of such a drawing would probably exceed $30.00 or $40.00, the expense of cutting on wood would not be less than $75.00, although some cheap engravers might attempt it for $50.00 or $60.00. To engrave it would cost about $6.00 or $7.00 by the ordinary photo-engraving process, and about $8.00 in half-tone. Either process would be effective, the wood-cut being preferred for general use, the half-tone cut if it is to be printed upon coated

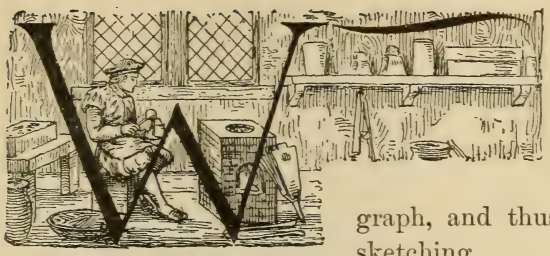


Plate No. 37.

paper, and the ordinary process cut if the party does not care to go to extreme expense. A drawing may be cut on wood from the original photograph, and thus largely save in expense of sketching.

Plates No. 21 and 22 present two out-of-door scenes, with life and action in each, the surroundings being appropriate. The expense of each of these drawings would be about $15.00, wood-cutting about $15.00, photo-engraving about $2.00.

Plate No. 23 gives an illustration surrounded by appropriate scenery. There is life and action in the picture. The drawing is worth about $10.00, cutting on wood about $5.00, photo-engraving about $2.00. Either process is acceptable.

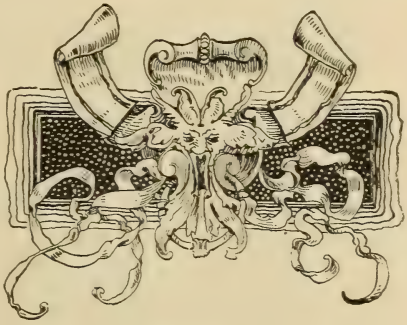


Plate No. 38.

Plate No. 24 is in semi-outline, and will print well anywhere. The original drawing is worth about $4.00, engraving upon wood about $6.00, photo-engraving about $2.50. It makes little difference which process is used.

Plate No. 25 presents a picture without scenery. It looks well because the subject illustrates itself, but appropriate scenery in the background would increase its value. The picture costs to draw in the vicinity of $7.00, to cut on wood about $6.00, to photo-engrave about $1.50.



Plate No. 39.

Plate No. 26 does not need surrounding scenery, as it has action in itself. The original drawing is worth about

$5.00, because the figure must be proportioned rightly, and a good artist only can draw it. Engraving upon wood about $4.00, photo-engraving about $1.50.

Plate No. 27 is so arranged that type can partially set into it. The drawing is worth about $10.00, engraving upon wood about $12.00, photo-engraving about $2.00. Either process would be acceptable.

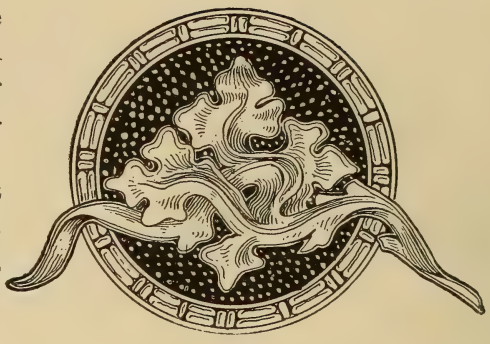


Plate No. 40.

Plate No. 28 shows another interior view, sufficiently in outline to print well almost anywhere. The drawing is worth about $20.00, if the figures are well drawn, they being the difficult parts of it. To cut on wood it would cost about $20.00, photo-engraving about $4.00.



Plate No. 41.

Plate No. 29 can be accomplished by either process. It will print well anywhere. The shade at the right had better be left off. The original drawing is worth about $3.00, cutting on wood about $4.00, photo-engraving about $1.50.

Plate No. 30 presents a sea of faces, interesting in that no two are alike. The drawing must be done by an artist who understands facial characteristics. This picture will print well anywhere. The original drawing is worth about $20.00, cutting on wood about $16.00, photo-engraving about $3.00.

Plate No. 31 presents a mechanical cut of apparent life, for the two hands certainly belong to someone. This cut is extremely effective, and can be used in any size. As engraved, it will print well anywhere. It should be slightly more in outline if for



Plate No. 42.



Plate No. 43.

newspaper advertising exclusively. The original drawing is worth about $10.00, wood-cut about $9.00, a process cut about $2.50.

Plate No. 32 well illustrates an article interesting to men's outfitters. In cuts of this kind great attention should be paid to detail. This picture was drawn from a model, and is supposed to be correct in its proportions. The original drawing is worth $10.00, the wood-cut would cost about $12.00, the process engraving about $2.00. The wood-cut is somewhat preferable here.



Plate No. 44.

Plate No. 33 is a mechanical one, but is too fine to print well except in well printed publications. The original drawing is worth about $5.00, engraving upon wood about $6.00, photo-engraving about $1.50. It had better be engraved on wood.



Plate No. 45.

Plate No. 34 is sufficiently in outline to show well no matter how poorly printed. The subject must be drawn by an artist of ability, who would probably charge about $10.00. The engraving upon wood will cost about $6.00, photo-engraving about $2.00.

Plate No. 35 presents a building engraved on wood. The drawing is worth about $20.00, to be photo-engraved about $4.50; to be cut on wood in the vicinity of $40.00. Either process answers the purpose, but wood-cutting is preferable.

Plate No. 36 displays a process cut made from pen drawing. The drawing is worth about $10.00, to cut on wood about $20.00, to photo-engrave about $2.50.

Plates No. 37, 38, 39, 40, 41, 42, 43, 44 and 45 present artistic designs which can be used in commercial printing and in catalogues in the embellishment of the pages. Every type founder carries a large number of similar designs in regular stock, and from him they can be purchased, at from fifty cents to two or three dollars. They are preferable to original designs, which are liable to be very much inferior.

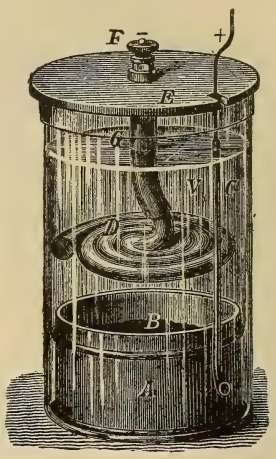


Plate No. 46.

Plate No. 46 shows inferior work. It prints well in this book because this book is fairly well printed, but poorly printed, this cut would show that it is done by some cheap process in the most careless way.



Plate No. 47.



Plate No. 48.



Plate No. 49.

Plates No. 47 and 48 represent a style of extremely plain, and as effective, trade-mark cuts. They will print well under all conditions, are "eye catchers," and cannot fail to be seen anywhere. The design depends upon the ingenuity or luck of the artist. The drawings will cost about $3 each, to engrave on wood about $4 each, to photo-engrave about $1.50 each.

Plate No. 49 presents a perfectly drawn technical cut, showing in quality in direct contrast with the inferior work of Plate No. 46. To engrave on wood about $10.

Plate No. 50 illustrates a realistic style of both wood and photo-engraving. The drawing is worth about $8, to engrave on wood about $8, to photo-engrave about $2.00.



Plate No. 50.

Steel and Copper Engraving

" Alone in native richness "

STEEL and copper engraving differs from other methods of business-printing in the peculiarity of its process, and the expense attending its production.

Steel and copper engraving are practically analogous.

A steel, or copper, plate consists of a piece of steel, or copper, not over one quarter of an inch thick, smooth, and polished upon one side.

The engraver, with a sharp instrument, cuts the lettering, or design, into the plate. In printing, the entire plate is inked, the ink being forced into the engraved crevices. The plate is then washed with benzine, polished with whiting, the paper, or card, to be printed is placed over the plate, and a press of great power, generally a hand press, forces the card and plate together, sufficient power being used to drive the ink in the crevices on to the card, or paper, to be printed. The process is slow, generally requiring two men. The plate has to be inked, washed, and polished for each impression, and no method has been devised for rapid work, the most expert workman being hardly able to print more than three or four hundred impressions in an hour.

Copper plates cost to engrave, for script type, from seventy-five cents to a dollar a line, for long lines; and from thirty-five to fifty cents for short lines; fancy lines costing two or three, and sometimes as much as twenty-five, dollars.

Steel engraving costs somewhat more than copper. A steel plate will generally produce fifty thousand impressions. A copper plate will seldom allow more than five thousand, the minimum limit being as low as two thousand. A fresh copper and steel plate will produce about the same

quality of work, but the copper plate does not retain its sharpness after the first few hundred impressions, while the steel plate holds its own into the thousands.

The usual cost of press-work for engraving, for small card jobs, is one cent per copy, generally including stock. On large runs, the cost can be brought down to one third of a cent per impression, the stock not included.

For visiting and business cards, high grade invitations, bill-heads, and other engraved work, where only a moderate number will be required, and for all transient work, the copper plate, considering its cost, is to be recommended, but for work to run into the thousands, a steel plate is much cheaper in the end.

There is nothing richer, handsomer, and more truly in good taste, than steel and copper engraving. No method of engraving has ever been known to approach it, as sharp lines cannot be produced in any other way, and there is a certain distinctness, as well as artistic strength, about steel and copper engraving, liable to mark the true business taste of the man who uses them.

Lithography has attempted to imitate steel and copper engraving, and it has succeeded, in a way. Concerns issuing large numbers of bill-heads, and other standard commercial printing, will generally find it good business policy to use lithography, in imitation of steel and copper work, on account of the heavy saving of expense.

Lithography has been very successful in reproducing light faced script lettering. It has not been as successful in reproductions of elaborate designs. The first class black and white lithographer, who will persist in using only the lightest faced letter, and generally all script, can produce a result so close to the average grade of steel and copper engraving as to be frequently taken for the genuine.

Lithography, however, is only to be recommended where the edition is very large, for the first expense of engraving upon stone is much greater than the first expense of engraving upon copper, unless the design be extremely elaborate.

The professional card should always be engraved, and engraving is to be recommended for the majority of business cards. Travelling salesmen prefer engraved work, claiming that it assists them in receiving business recognition.

Many large concerns use engraved bill-heads, preferring to go to the extra expense on account of the definite characteristic such a bill-head gives a concern.

Considered commercially, engraved work is simply a step higher, artistically, than the highest grade of letter-press work, and is to be recommended in every case where one can afford to go to the expense, and the work is to be received into the hands of ladies, or people, of the upper crust of society, and of all apers of society.

The announcement of a millinery opening can be beautifully printed upon fine paper, with new type, and perhaps will answer the purpose, but it cannot compete with the engraved invitation, which shows its richness upon its face, and is sure to gain more respect from the recipient than the most artistically arranged letter-press creation.

The idea of restricting the letter-head to the smallest amount of printed matter, placing it in the corner, where it is conspicuous on account of its minuteness, shows the true artistic and business sense of the merchant, and gives a strong identical character to his stationery.

Steel and copper plates, by being deeply cut, will produce embossed work, of all the sharpness of the ordinary engraving, with the increased advantage of raised letters. This class of work is very rich, and is to be recommended for letter-heads and envelope corners, and frequently looks well for headings in engraved invitations, showing, as it does, in the strongest contrast with flat work. Embossed lines should never be long, and there should be few words in them.

Electrotypes and Stereotypes

" They tell the story many times "

THE advertiser doesn't care how electrotypes and stereotypes are made. It is his business to leave that part of his business to those who understand it. Electrotypes and stereotypes are to him a means to an end, and it is for him to get the best he can for the smallest sum of money.

In respect to the researching advertisers, who care for nothing unless they know how it is made, a very brief and non-technical description of the manufacture of electrotypes and stereotypes is presented.

Electrotypes, as their name indicates, are produced through the assistance of electricity. An impression of the type, cut, or other matter to be electrotyped, is taken in wax of medium consistency. This impression is dusted, or sprinkled, with graphite, the same material as is used in making lead pencils, and which, in powder form, is supposed to be infinitesimally fine. This fills into every crevice of the impression in the wax, and practically covers the impression of the thing to be electrotyped with a metallic coating. This mould, properly secured, is placed in an electric bath of copper dissolved in acid, and plated, the same way that spoons, or any other articles, are plated. It remains in the bath until a film of copper has been deposited, sufficiently thick to allow it to be handled by itself, the strength of the electrotype largely depending upon the thickness of this copper. It is then taken out, and the inside filled with type-metal, the type-metal answering, substantially, the same purpose as the copper would, and being much cheaper. If the electrotype is to be mounted on wood, the lead is only about an eighth of an inch thick. The electrotype is then fastened upon the wood with screws or nails, planed on the bottom and sides, so as to be on the square, and of the right height, and the electrotype is ready for the printer.

Stereotyping is more simple than electrotyping, there being, substantially, but one process. The form to be stereotyped has an impression made of it in plaster, or papier-maché, and molten type-metal is poured over it, and allowed to harden, the making of stereotypes being, generally, the same process as the casting of anything in metal. After the castings are made, the stereotypes are mounted as electrotypes are. Stereotyping is a very rapid process, and has been brought down, in practical use, to a period of not exceeding four minutes, many of the daily papers being able to produce stereotypes, ready for the press, in not much over twelve minutes, hardly four minutes being used in the work of casting.

Stereotypes do not figure much in advertising, for they cost nearly as much as electrotypes, and are not as serviceable, nor can they preserve the identity of the fine lines, or produce as clean cut impressions.

Stereotyping, today, is very largely confined to the large daily papers, which never print from type, stereotyping allowing them to handle enormous editions, and to keep several presses printing the same thing.

The cost of electrotyping averages from fifteen to twenty-five cents per square inch, for the first inch, and from three to five cents per square inch for each additional inch, this price referring to small orders of two or three, or a half dozen, electrotypes. When ordered in lots of a hundred, or a thousand, first class electrotypers make large discounts from transient prices.

There are three grades of electrotypes. The extremely poor grade has no excuse for existence, and is used largely by patent medicine concerns in their advertising in cheap country weeklies; these electrotypes have a very thin film of copper which frequently peels off; they are no better than the ordinary stereotype, and inferior to the first class stereotype. The second grade of electrotype includes those commonly used by advertisers, that is, a very fair grade, which will produce good results, and last about as long as is necessary. There is little necessity in going above the medium grade in advertising electrotypes, for the use which the electrotypes are put to does not require the highest quality, and the expense of the highest quality is not warranted. The third class of electrotypes are those of the highest grade, generally reproductions of fine wood-cuts, and other matter, which must be printed in the extreme excellence of press-work; these do not figure much in advertising, and need not be considered.

The middle grade electrotype, with care, will clearly give from one hundred thousand to two hundred and fifty thousand impressions, the one hundred thousandth impression nearly as clear as the first one, the wear being somewhat noticeable after the hundred and fiftieth thousand is run, and generally the electrotype is used up beyond the two hundred and fifty thousandth.

Electrotypes are positively essential in advertising, for the best modern advertisers seldom depend upon the publication for the setting of their advertisements. They employ some expert printer, and send their advertisements out in electrotypes.

No matter how good the composing room of any publication may be, if the advertisement is not of extended size, the advertiser will gain far more than the cost of the special composition and electrotype by employing a first class job-printer to set up his advertisements, for he will not only get a better result, but he will obtain a difference in style from that used in the publication office.

The carrying of a standard style of commercial printing necessitates the use of electrotypes. Frequently the local printer has not the type nor the skill to produce the best results, and the business man sends to some expert printer who thoroughly satisfies him, sending to the local printer electrotypes, which the local printer can handle, if he be an experienced press-man.

There are, in the country, a number of electrotypers who make a specialty of cheap electrotyping. Their work is of the most flimsy character, is not good for much of anything at the start, and breaks up or wears out at the first provocation. No matter how cheap the price may be, this work is generally expensive in the end, and is not to be recommended.

Electrotypes are made up in three ways: first, the solid electrotype; second, the electrotype mounted upon wood; third, the electrotype of all metal, with the greater part of the bottom scooped out, to avoid expense in stock, and to make it lighter, thereby saving materially in mailing. So far as durability is concerned, it makes very little difference how the electrotype is mounted, provided a fair quality of wood is used.

Some publications will not take wooden bottom electrotypes, and the advertiser is obliged to send solid ones, and generally those with the bottoms more or less scooped out. The larger publications, however, electro-

type or stereotype everything, and are therefore willing to use wooden bottom electrotypes. The wooden bottom is all right, if the electrotype is securely fastened to it.

In sending electrotypes to publications, full instructions should be sent at the same time, by mail, or otherwise, enclosing a proof of the electrotype, that there may be no mistake.

Electrotypes should be carefully packed when mailed, and a piece of thick blotting paper, or pasteboard, should be fastened over the face. The name and address of the sender should always be written on the outside of package.

Electrotypes are merchandise, and cost one cent an ounce for mailing.

Lithography

" There is life in color "

THE term lithography includes four somewhat similar results, the methods being practically the same: imitation of water colors, imitation of oil paintings, black work upon a white background, and black printing with shading and a background of a not very pronounced tint.

Water-color lithography is for delicate work, for reproductions of water-color paintings, and other designs where it is the desire of the advertiser to present dainty pictures, running close to the line of high art. The first class lithographer in water-colors can so reproduce a fine water-color painting that its average viewer can hardly tell it from the original, and many an artist, unless he examines the reproduction closely, is not able to distinguish the imitation from the real. The process of roughening the paper, after it is printed, thereby blending the colors, and giving the soft appearance of brush work upon rough or soft paper, practically disguises lithography, and presents the receiver with substantially as true a picture of the subject as the original can be. This method of water-color reproduction is somewhat new, and is being used very extensively by the better grade of advertisers, for it lifts lithography out of the conventional rut, disguises its faults, and presents pictures, and ornamental sketches, of true depth of artistic feeling.

Lithography, in imitation of oil painting, is the common method. This method is divided into two classes ; viz., the true imitation of oil, and the flat work more commonly used in labels or show cards, and reproductions of the cheapest grade. An oil painting, in close reproduction of the original, is as much a work of art as the imitation water-color, but to reproduce a fine oil painting, to the credit of the painter, requires a large number of

printings, and the nicest care, and when the result is reached, it seldom has the depth of artistic feeling, which the genuine canvas has. Some lithographers have been able to apparently reproduce the brush marks, and in that way present imitations of oil paintings worthy of the highest commendation, but this work is so expensive as to be hardly considered commercial. The cheaper imitation of oil painting furnishes the bulk of lithography. Most of the work in large posters, labels, hangers, calendar mountings, and the great multiplicity of color manufacture is classified under this general heading — an elastic one, it is true, but having its own identity in its contrast with the water-color reproduction.

The ordinary black and white lithography, that is, black upon white, comprises imitation steel and copper engraving, and other work, where it is desirable to produce the soft effect of stone engraving in preference to letter-press printing.

The fourth class is confined largely to portraits, reproductions of newspapers, and other things of one primary color, thrown into stronger relief by shading and neutral tints.

In lithography, two things must be considered. Sometimes it is impossible to use both of them in the same reproduction. Shall the lithograph be startling and effective in the broad treatment of its colors, and the size of its lettering, or shall it be softened, the lettering not so prominent, and an artistic design brought into stronger relief than the mere advertising part of it. The first class artist can sometimes combine both of these essential features, and fortunate is the advertiser who can obtain such a design.

The value of lithography in advertising has passed from probable necessity into an unquestionable and absolute commodity. There are few national advertisers who do not use the largest editions of color work, and who have not persisted in this line of advertising for a number of years.

Lithography does not take the place of periodical advertising, but in connection with periodical advertising it gives an increased value to it which periodical advertising alone cannot possess, nor can lithography without periodical advertising.

No matter how truly artistic, refined, and delicate may be the reproduction in black and white, there is something about color which the eye cannot refuse to see, and which appeals, through the eye, to the

understanding, in a way impossible for the purchasing mind to resist it.

The finest engraved picture in one color will not be preserved, except by a conservative few, while a much poorer reproduction in color will be appreciated, even though the colors may not have been arranged by a true artist, and there be something even inartistic in them to the tasty eye.

The advertiser may be an artist. He may have a true sense of deep refinement, and for that reason believe that the public desires those things which he loves. He must come out of himself to see other people as they are, and then he will be convinced that color, for about everything in the way of advertising, posters, signs, hangers, calendar mountings, or almost anything else, will do more good in business bringing than anything possible in mechanical reproduction.

Lithographs are expensive if ordered in small quantities, but when ordered in large editions, the cost is greatly reduced. A picture costing fifty cents to present in lots of a thousand, may not cost more than ten cents in quantities of one hundred or two hundred thousand. After the two hundred thousandth line is reached, there is no great reduction between that and a million, the millionth line presenting another reduction, but beyond that, there cannot be a much lower proportionate price quoted.

Everything depends upon the design. It costs as much to engrave a poor design as a good one, and it takes, generally, just as many colors. The expense of printing and paper is the same, but the result and effectiveness entirely different.

Advertisers should remember that frequently an extra printing will give a character to their work impossible to attain in a limited number of printings, and that the additional expense of this extra printing is not sufficient to debar its use.

The majority of labels, and other cheap lithographs, require from three to six printings. The average colored card, representing a kitchen scene, a parlor scene, or any other of that kind, supposed to present some goods advertised, generally requires from five to eight printings. Views of scenery can seldom be reproduced in less than six printings, and often demand as many as from nine to twelve.

Almost any subject can absorb as many printings as the advertiser is willing to pay for. The reproduction of a water scene might not require

more than six or eight printings, and yet twenty-five could be used, but for commercial purposes that number would be a waste of money, for probably one or two extra printings, if the advertiser be willing, would give, substantially, as good a result, the advantage of the additional printings after these being wholly appreciable by criticising artists.

Probably the largest number of printings ever used in the reproduction of any painting has not exceeded forty-two, the subject being one requiring a great many colors, and shades of colors, and reproduced for sale, not to be given away as an advertising novelty.

It is better to have too many printings than not enough, for many a good sketch has been deliberately spoiled by the practice of too much economy in the number of printings. A sketch can be drawn which can be reproduced in eight printings, when another sketch, of a similar subject, by another artist, will require twelve printings for its reproduction.

The advertiser should decide about how much he desires to pay for a lithograph. Then he should have a sketch made coming within his price. He should tell the lithographer frankly what he wants, so that the lithographer may be able to meet him if it is possible.

Many a merchant becomes very much taken with some particular design, desires it reproduced, and is disappointed because the six printings he paid for will not give him a picture of the quality he desires. He can not obtain more than he pays for, and if he is unwilling to pay for two or three extra printings he must not expect close reproduction in his picture.

The modern tendency is to color about everything.

A catalogue cover, presenting a design, or some scene in color, will make the catalogue be preserved longer than can the most beautiful cover in one color, unless it be of a most expensive engraving, and even then the average woman and child will keep a colored covered catalogue, if the design be fairly artistic, when they will throw away something more expensive in one color.

Merchants must remember that the catalogue is thrown down upon the table, desk, or somewhere else, and that if the cover be attractive it will be picked up, but if it be unattractive, the catalogue may never be opened by visitors at the store, or at the home.

A cover containing nothing but lettering, with technical illustrations of machines, and other articles of trade, is worth comparatively

little compared with the cover which presents something pleasing to the eye, something to be studied, and does not give way to bill-board lettering, and mechanical drawings.

The catalogue cover, no matter what the catalogue may illustrate, should be handsome, pleasing, and need not so illustrate the business as to be handicapped by its own trade.

The man advertising a furnace can much better use a picture of a home scene than a mechanical drawing of his furnace, or an ornamental design in color representing fire and warmth, in preference to vignetted and mechanical pictures of the different lines of furnaces he sells.

Outside of commercial printing, there is no class of printing which cannot be as well, or better, done by lithography than by any other method. Lithography does not take the place of letter-press work; it simply adds something to it. It acts as an introducer; it focuses attention.

A few lithographers carry in regular stock, at all prices, very pretty card, and other designs suitable for general distribution, with ample room for a neat business card.

There is no practical limit to size, style, or design of lithography; the colored hanger, label, poster, card, cover, frontispiece, map, chart, picture, and trade mark, all have their all important parts in the volume of the ever brilliant book of eye-attracting, money-bringing lithography.

To those who are not familiar with the process of lithography, the writer presents, briefly and non-technically, a description of how lithographs are made:

Lithography consists of drawing upon stone, the stones being from two and one fourth, to four, inches thick, of convenient size. There are two grades of lithographic stones, a soft, yellow stone, used generally for poorer grades of work, and a pearl-gray stone which is harder, and possesses fineness of grain, allowing for the most delicate work.

The printing is done from the stone itself, although the original stone is seldom used, as transfers are made from that stone to other stones, the original being kept for making more transfers.

After the drawing on stone, it presents, to the hand passed over it, a perfectly smooth appearance, the drawing practically not being any higher than the stone upon which it is drawn.

The drawing is done in oily ink. Water will not stick to oil, and oil will not stick to water.

The lithographic press is arranged with two sets of rollers, one made of felt, and kept constantly moist, the other like the usual printing roller, and covered with ink. The stone passes under the felt rollers first, which moistens the entire stone with water, the water not sticking to the drawing. The stone then passes under the inked rollers. The ink does not stick to the water, and it does stick to the drawing, consequently the drawing is inked, and the rest of the stone is not. The stone is then pressed against the paper to be printed, the whole process being similar to that of the usual cylinder printing-press, only that there are two sets of rollers, the presses are generally better made, and more care is taken in the printing.

Crayon or chalk is used in drawing, the crayon being made of tallow, wax, hard soap, or shellac, colored with lamp-black. The mixture is melted, and then moulded into crayon shape. The work made on the stone is generally drawn with these crayons, or with ink made of the same chemical substance.

If the work is to be an engraving it is engraved *into* the stone with a steel point or diamond, but this method is used only for letter and bill-heads, checks, etc.

After the drawing is finished a solution of gum arabic and nitric acid is poured over the stone which neutralizes the alkali in the drawing, leaving the remainder of the drawing insoluble in water. The acid does not affect the portions of the stone containing the drawing, but makes the balance of the stone more porous and of greater capacity in water absorption, leaving the lines sharper, and in the very slightest relief.

Lithographs require as many printings, and as many stones to print from, and as many separate drawings, as there be colors and tints in the finished picture. A lithograph of ten printings requires ten stones, one printing for each stone.

The artist first makes what is known as the keystone, that is, he draws upon stone the general outline of the entire picture, this stone acting as the key, or guide, for the proper gauging of all the color stones used.

The drawing upon stone is in black, no matter what color the stone

may print. The same stone can print any color, it simply being a question of what ink shall be used in the printing from that stone.

After the keystone is drawn, the artist draws as many stones as there are colors and tints to appear in the work, each stone having drawn upon it that part of the picture which must be printed in a certain color, or tint, and the colors are printed, one at a time, the utmost care being taken in gauging the sheets so that the color will strike in its proper place, and nowhere else.

In reproductions where there are more than ten printings, several stones are used for toning and tinting, which are not of definite color, but which, when combined with other colors, give a softening and realistic effect, impossible in definite color printing. The blending of two colors together, that is, the printing of one color upon another, frequently gives another color, and enables the lithographer to produce more apparent colors in his picture than the actual number of printings. The order of printing the colors depends entirely upon the subject.

In this chapter are shown black proofs of the keystone, of the sixteen stones used in printing, with illustrations of combinations, and of the finished lithograph of the famous picture, known as Mrs. President Harrison's " A White House Orchid." After each cut is appended the order in which it is used, and the color it prints.

It is impossible to give the best idea of this process without the use of color, and the printing of these sixteen colors in a book like this would be too complicated and costly to warrant the expense. The black and white proofs, however, present an intelligent idea.



KEY STONE.



FIRST STONE.
Color to be printed from it, pale yellow.



SECOND STONE.
Color to be printed from it, yellow.



THIRD STONE.
Color to be printed from it, dark red.



FOURTH STONE.
Color to be printed from it, dark green.



FIFTH STONE.
Color to be printed from it, light brown.



Combination of the first five colors.



SIXTH STONE.
Color to be printed from it, dark brown.



SEVENTH STONE.
Color to be printed from it, light green.



EIGHTH STONE.
Color to be printed from it, light pink.



NINTH STONE.
Color to be printed from it, light gray.



TENTH STONE.
Color to be printed from it, red.



Combination of first ten colors.



ELEVENTH STONE.
Color to be printed from it, soft gray.



TWELFTH STONE.
Color to be printed from it, warm gray.



THIRTEENTH STONE.
Color to be printed from it, dark gray.



FOURTEENTH STONE.
Color to be printed from it, greenish gray.



FIFTEENTH STONE.
Color to be printed from it, light purple.



SIXTEENTH STONE.
Color to be printed from it, pale buff.



FINISHED PICTURE.
Sixteen printings.



VIEW FROM LOOKOUT MOUNTAIN.

By the courtesy of G. H. Buek & Co., Lithographers, New York.

The Knapp Co.

LITHOGRAPHERS AND PRINTERS,

52-58, PARK PLACE.

N.Y.



FINE ADVERTISING CARDS AND CALENDARS A SPECIALTY

LITHOGRAPHY AND PRINTING OF EVERY DESCRIPTION.



SEAL ROCKS, SOUTHERN ENTRANCE TO THE GOLDEN GATE, CALIFORNIA

by the courtesy of G. H. Buek & Co.


Geo. J. Harris & Sons


January 1893
January 1893
January 1893
August 1893
June 1893
January 1893
January 1893
A Few Suggestions From The Line
of Banners, Calendars
and Other Novelties
Which We Carry in Stock
in Great Variety.
Geo. F. Harris' Sons.
Philadelphia.
March 1893
July 1893

DONALDSON BROTHERS,

Lithographic Steam Printers,

FIVE POINTS,
NEW YORK CITY,

The very best quality of Lithographic work at reasonable prices.

CORRESPONDENCE SOLICITED.

Calendars

" The heritage of Time is theirs "

CONVENTIONAL — everybody admits it — used everywhere, issued by about everybody, and distributed universally — calendars, the great standard organs of letter-press advertising, antiquating about all others, destined to live forever.

There is not a business man, nor a clerk, nor a professional man, nor a woman, nor a school boy, nor a school girl, who isn't the possessor of one calendar, in use, and probably of half a dozen calendars.

Less than one ten thousandth of half of one per cent. of the calendars in use are bought and paid for. Extravagant, indeed, must be the business man who dares buy a calendar. He has as many calendars as he can use, and very probably issues calendars of his own.

The elaborate calendar has its place, because its style forces recognition.

The plain black and white calendar, artistic only in its simplicity,

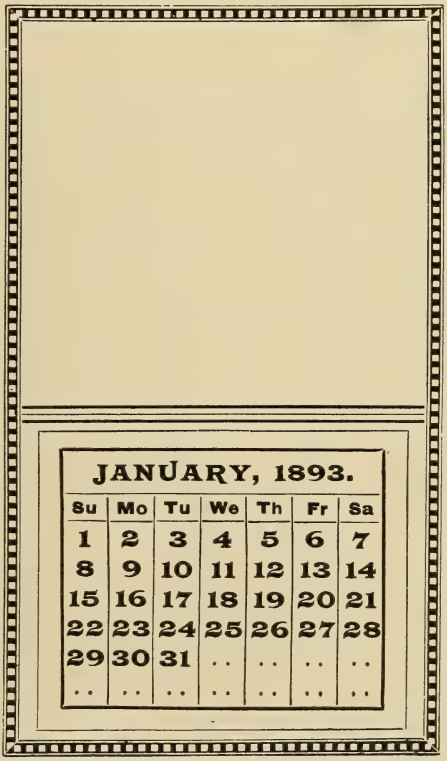
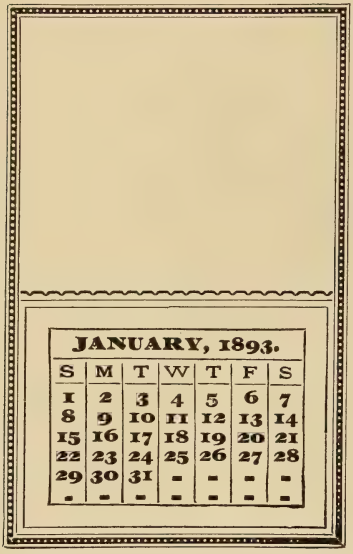


Plate No. 1.

has its value, because it tells the story of the days, without embellishment.



JANUARY, 1893.						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	-	-	-	-
-	-	-	-	-	-	-

Plate No. 2.

There never has been a calendar of uselessness.

Calendars have been, and always will be, good methods of advertising, their advertising value depending upon their appropriateness for the purpose used.

A calendar can be too elaborate for one business and too plain for another, but the idea of a calendar is business, and has always brought business to the giver.

The distribution of calendars, years ago, was largely confined to insurance companies. Today, everybody issues a calendar. The plumber vies with the stable man, and the national bank stands alongside of the retail shoe store, in competitive calendar distribution.

The calendar makes a place for itself. It interferes with no method of advertising. It simply stands by itself, to be used, or not used, as the advertiser may elect.

However elaborate the ornamental embellishment of a calendar may be, the figures, and that part of the calendar which make the calendar, must be plain and distinct. A calendar may be mounted upon velvet, it may be framed in gold, it may be surrounded by ornamental designs climbing close to the apex of art, but the calendar itself must be a calendar. If it is anything else, it defeats the object of its creation.

The great mistake made by many

'93	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
Jan.	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	...	...	...	...
	...	...	...	...	...	...	...
Feb.	...	...	...	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	...	...	...	...
March	...	...	...	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	...
April	...	...	...	...	...	...	...
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	...	...	...	...	...	...
May	...	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31	...	...	...
June	...	...	...	...	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	...
	...	...	...	...	...	...	...

'93	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
July	...	...	...	...	...	...	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31	...	...	...	...	...
Aug.	...	...	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	31	...	...
Sept.	...	...	...	...	...	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
Oct.	...	...	...	...	...	...	...
	...	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	...	...	...	...
Nov.	...	...	...	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	...	...
Dec.	...	...	...	...	1	2	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	31	...	...	...	...	...	...

Plate No. 3.

calendar makers is, that they attempt to carry the artistic display of calendar embellishment into the calendar itself, forgetting that the calendar has one mission to fill first, that of being useful, before it pleases the eye by its general artistic attractiveness.

The wall calendar, the calendar to be hung up, must not be too small. The figures must be large enough to be seen at a distance of not less than six feet, or the calendar has no right to a position on the wall, and will generally be thrown away immediately upon its receipt.

Over-originality should never be attempted in the manufacture of the calendar part of a calendar. The conventional idea must be preserved. A tinted paper can be used instead of white, and changes may be made in the style of the figures, but the old fashioned idea of plain type, and method of arrangement, must be preserved, or the calendar is valueless.

The attempt at silly originality, by some calendar makers, of placing the days at the side instead of at the top, is confusing, and is a pretty fair guarantee that the calendar will not be preserved.

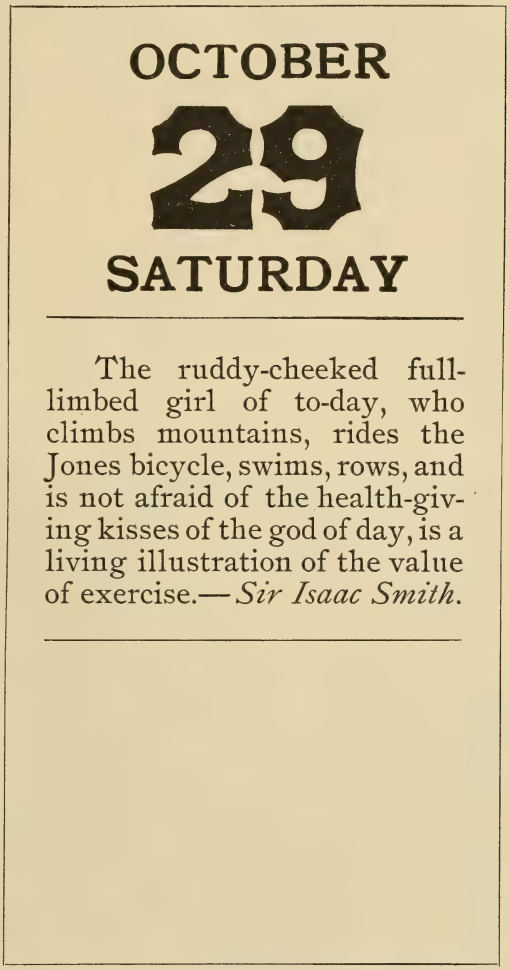


Plate No. 4.

Generally, the calendar which is preserved is the calendar which combines beauty with strong effectiveness.

A calendar-pad, pasted upon an indifferent back, will be thrown into the waste basket, when the same pad, well mounted, will be hung up.



Plate No. 5.

Retail houses are generally compelled to use stock calendars, but the variety of stock calendars is so large that they have all the apparent value of local originality.

Large concerns, issuing calendars in great editions, can have their own special designs, at a price but little exceeding that of the stock calendar.

The calendar, mounted upon a card, engraved in copper or steel, representing some beautiful scene, or some artistic design, presents, perhaps, the upper side of calendar manufacture. These calendars are always acceptable, and they are certainly, in their simplicity, and the richness of their design, worthy of a place in any business office, or household apartment.

Lithography is being used, to a very large extent, in calendar embel-

lishment. Color will attract more attention than black and white, the imitation of water color, or any other artistic arrangement of color, if done well, is certainly as swell as black and white, and is liable to be very much more effective.

The largest advertisers are confining their calendar mounting very largely to color work, the conventional pad, either monthly or otherwise, being used, but embellished with a mounting, representing some general scene, or some special design pertaining to the business.

OCTOBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--
--	--	--	--	--	--	--

Plate No. 6.

The calendar mounting should not be covered with lettering. It should contain some design appropriate to the business, or some pleasing design of general character, the design to be the prominent part of it. The receiver will find the business part if the rest pleases him.

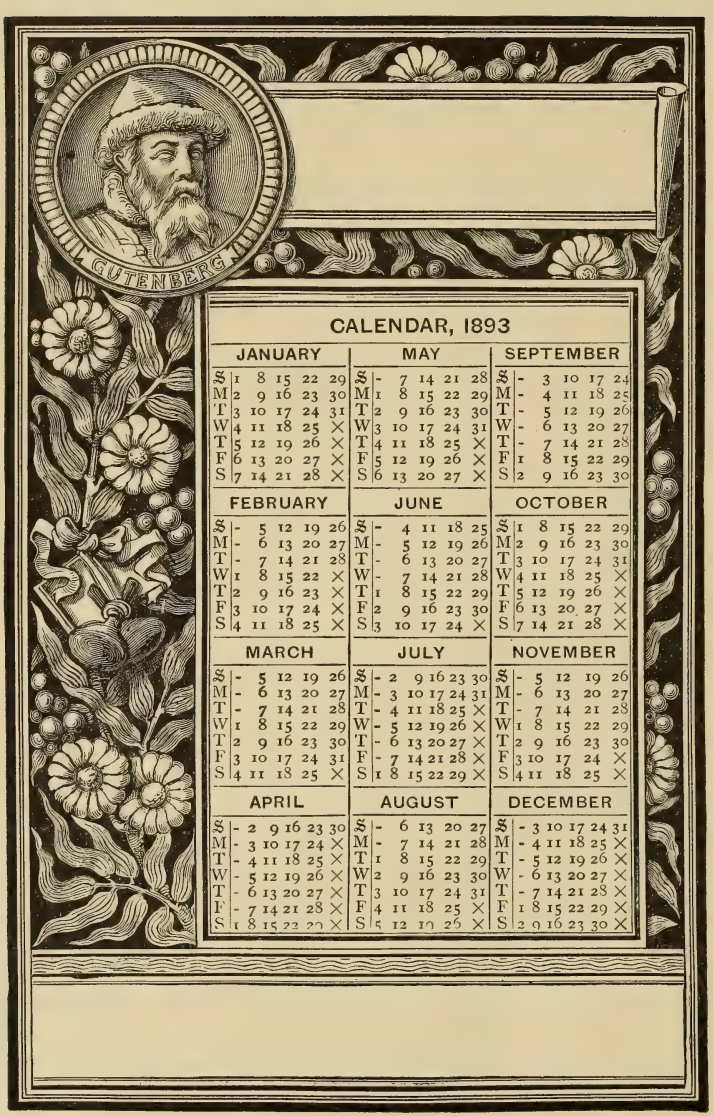
No matter how interesting the business may be to the man sending out the calendars, he had better have twenty-five calendars, with his name in small letters, hung up, than to have one calendar, with his name plastered all over it, accepted.

JUNE, 1893						
Su.	Mo.	Tu.	We.	Th.	Fr.	Sa.
--	--	--	--	1	2	3
4	5	6		8	9	10
11	12		14	15	16	17
18	19		21	22	23	24
25	26	27		29	30	--
--	--	--	--	--	--	--

Plate No. 7.

At the present day, when calendar competition is fiercely ferocious, and the great printers and lithographers are vying with each other, the calendar mounting must be something beyond the ordinary, to obtain universal recognition.

The daily pad-calendar, although expensive, is extremely effective, if rightly produced. The pad had better be divided into three distinct parts:



CALENDAR, 1893

JANUARY						
S	1	8	15	22	29	
M	2	9	16	23	30	
T	3	10	17	24	31	
W	4	11	18	25	X	
T	5	12	19	26	X	
F	6	13	20	27	X	
S	7	14	21	28	X	

FEBRUARY						
S	-	5	12	19	26	
M	-	6	13	20	27	
T	-	7	14	21	28	
W	1	8	15	22	X	
T	2	9	16	23	X	
F	3	10	17	24	X	
S	4	11	18	25	X	

MARCH						
S	-	5	12	19	26	
M	-	6	13	20	27	
T	-	7	14	21	28	
W	1	8	15	22	29	
T	2	9	16	23	30	
F	3	10	17	24	31	
S	4	11	18	25	X	

APRIL						
S	-	2	9	16	23	30
M	-	3	10	17	24	X
T	-	4	11	18	25	X
W	-	5	12	19	26	X
T	-	6	13	20	27	X
F	-	7	14	21	28	X
S	1	8	15	22	29	X

MAY						
S	-	7	14	21	28	
M	1	8	15	22	29	
T	2	9	16	23	30	
W	3	10	17	24	31	
T	4	11	18	25	X	
F	5	12	19	26	X	
S	6	13	20	27	X	

JUNE						
S	-	4	11	18	25	
M	-	5	12	19	26	
T	-	6	13	20	27	
W	-	7	14	21	28	
T	1	8	15	22	29	
F	2	9	16	23	30	
S	3	10	17	24	X	

JULY						
S	-	2	9	16	23	30
M	-	3	10	17	24	31
T	-	4	11	18	25	X
W	-	5	12	19	26	X
T	-	6	13	20	27	X
F	-	7	14	21	28	X
S	1	8	15	22	29	X

AUGUST						
S	-	6	13	20	27	
M	-	7	14	21	28	
T	1	8	15	22	29	
W	2	9	16	23	30	
T	3	10	17	24	31	
F	4	11	18	25	X	
S	5	12	19	26	X	

SEPTEMBER						
S	-	3	10	17	24	
M	-	4	11	18	25	
T	-	5	12	19	26	
W	-	6	13	20	27	
T	-	7	14	21	28	
F	1	8	15	22	29	
S	2	9	16	23	30	

OCTOBER						
S	1	8	15	22	29	
M	2	9	16	23	30	
T	3	10	17	24	31	
W	4	11	18	25	X	
T	5	12	19	26	X	
F	6	13	20	27	X	
S	7	14	21	28	X	

NOVEMBER						
S	-	5	12	19	26	
M	-	6	13	20	27	
T	-	7	14	21	28	
W	1	8	15	22	29	
T	2	9	16	23	30	
F	3	10	17	24	X	
S	4	11	18	25	X	

DECEMBER						
S	-	3	10	17	24	31
M	-	4	11	18	25	X
T	-	5	12	19	26	X
W	-	6	13	20	27	X
T	-	7	14	21	28	X
F	1	8	15	22	29	X
S	2	9	16	23	30	X

Plate No. 8.

the calendar, the reading matter, and the blank for memoranda. This makes it very valuable, and it will be kept on the desk throughout the year. Daily pad-calendars should not, as a general thing, be made to hang up; they should be for desk use mostly, for in that case they are before the eye of the receiver, and an almost unlimited amount of business can be crowded into him, if the printing upon the daily pad is well mixed with business.

The daily pad, for desk use, should be so mounted that it need not occupy much room, otherwise it will not be preserved.

The reading matter upon the daily pad can be all advertising, or it can give general information pertaining to matters not far removed from the line handled by the business man issuing the calendar.

The most effective daily pad will contain about three articles of general information to



Plate No. 9.

one article of direct advertising. Poetical selections can be used, if desired, but if poetry is used, do not mix advertising with it upon the same pad. It is generally better to give information instead of poetry, because information, remaining before the receiver all day, is liable to be absorbed by him, and if the information be rightly arranged it leads up to business.

Plate No. 1 represents a small desk hanging calendar. The blank space is to contain the advertisement. This calendar should be eyeletted.

Plate No. 2 illustrates about the smallest size of desk hanging calendar allowable. The blank space is to contain the advertisement.



Plate No. 10.

Plate No. 3 presents a small pocket-book calendar, always useful, and if well printed, liable to be preserved. It should be sent out distinctly marked "Pocket-book Calendar," that the receiver may not throw it away before realizing its use in his wallet. The advertisement would naturally be printed upon the back of the card.

Plate No. 4 illustrates a good form of a daily pad. A daily pad should not be much larger, and it can be reduced twenty-five or thirty per cent. if necessary.

Plate No. 5 represents a small size of hanging calendar, generally intended for desk purposes. It should be arranged with an eyelet, or with a pasteboard brace upon the back, so that it can stand upon the desk. The blank space is to be filled with advertising. The idea of showing the moon's phases is a good one, if the calendar be of local circulation, but if it be of national circulation, this information is valueless to the majority of those who receive it.

Plate No. 6 represents the usual style of monthly pad. This style can be carried to any size. It is beyond criticism because it is extremely plain.

Plate No. 7 presents a slight change of monthly pad from that of Plate

No. 6. In effectiveness there is no particular difference. The plan of placing the moon's phases in place of the dates, sacrificing the dates, is questionable.

Plate No. 8 presents a yearly calendar for business use. It can be fitted with an eyelet, or not. The general decorative design is strong and artistic, and should be printed upon fine cardboard, with the best of ink. If the calendar be printed in jet black, and the design in a blue-black, or a carmine red, or a bronze-green, the effect will be much enhanced. This plate simply represents one of a hundred styles of stock calendar designs, obtainable at any type foundery. Advertising is to go in the open spaces.



Plate No. 11.

Plate No. 9 illustrates what is known as a "tin top" calendar, the leaves being hung from a tin mounting. The blank space is for the advertisement.

Plates No. 10 and No. 11 illustrate two sizes of the same style of monthly pad-calendars. This style has all the advantage of extreme plainness, with the added strength of striking novelty. The unused space can contain a few lines of advertising, and it is suggested that the advertising be printed in some tint, so as not to detract from the strong character of the calendar itself.

It is obvious that the illustrations presented in this chapter simply cover, to a very limited extent, the standard designs in calendar-pads. The Encyclopædia Brittanica could not more than present the almost innumerable designs in mounting, and it is impossible to illustrate them in a book of this character.

Every type founder carries electrotypes of standard calendars, and intelligent printers have many ideas in calendar making, which they will gladly disclose to any customer.

Calendars should be almost invariably purchased of regular calendar printers. The average job-printer cannot handle a calendar as economically as those who make a specialty of it.

If the order is to exceed ten thousand, no matter in what style the calendar may be, it is suggested that some calendar maker be communicated with.

Many lithographers carry stock calendar designs, and have always on hand lithographs of every size, appropriate for the mounting of pad-calendars. These they sell at very reasonable prices. The advertiser, if he does not desire a special design for himself, can purchase these lithographic cards, and send them to the regular pad-maker, to have the pads attached.

Roman Type

"The ever constant click of the type in the stick"

THE multiplicity of styles of type is only limited by the volume of design.

The unabridged typographical dictionary is as massive as the dictionary of words.

In size, the metal type commonly in use in newspaper and printing offices for reading matter, and all display type, except wood type, is divided into

5 Point (Pearl).

5½ Point (Agate), {14 lines to the inch when set solid.

6 Point (Nonpareil), {12 lines to the inch when set solid.

7 Point (Minion).

8 Point (Brevier.)

9 Point (Bourgeois).

10 Point (Long Primer), {Twice the depth of Pearl.

11 Point (Small Pica), {Twice the depth of Agate.

12 Point (Pica), {Twice the depth of Nonpareil. Six lines to the inch when set solid.

14 Point (English), {Twice the depth of Minion.

16 Point (2-Line Brevier), {Twice the depth of Brevier.

18 Point (Great Primer or 3-Line Nonpareil), {Twice the depth of Bourgeois.

20 Point (Paragon or 2-Line Long Primer), {Twice the depth of Long Primer.

22 Point (Double Small Pica), {Twice the depth of Small Pica.

24 Point (Double Pica), {Twice the depth of Pica.

28 Point (2-Line English), {Twice the depth of English.

30 Point (5-Line Nonpareil), {Five times the depth of Nonpareil.

32 Point (3-Line Small Pica), {Three times the depth of Small Pica.

36 Point (Double Great Primer or 6-Line Nonpareil), { Twice the depth of Great Primer,—two lines to the inch set solid.

40 Point (Double Paragon or 4-Line Long Primer), { Twice the depth of Paragon, and four times the depth of Long Primer.

42 Point (7-Line Nonpareil), { Seven times the depth of Nonpareil.

44 Point (Canon or 4-Line Small Pica), { Four times the depth of Small Pica.

48 Point (4-Line Pica), { Four times the depth of Pica. One line makes two-thirds of an inch.

54 Point (5-Line Small Pica or 9-Line Nonpareil), { Five times the depth of Pica and nine times the depth of Nonpareil.

60 Point (5-Line Pica), { Five times the depth of Pica.

72 Point (6-Line Pica), { Six times the depth of Pica. One line makes an inch.

The following specimens of type represent the several common sizes of regular Roman letters, used in newspapers and books. There are many styles of the same letter of lighter or darker face, and of slight change of design. The specimens are set in Modern Roman.

This paragraph is set in 5 Point (Pearl) Roman. This size of type is generally used in closely printed books (such as dictionaries small bibles, etc.) and for foot and marginal notes. It seldom appears in job printing. There are two sizes of smaller type, known respectively as 4 Point (Brilliant), 4½ Point (Diamond), both too small to be of any practical commercial use.

This paragraph is set in 5½ Point (Agate) Roman. This type is commonly used in setting the want advertisements in large daily papers, the advertising space in such papers being reckoned on a basis of Agate measurement, that is the number of lines of solid Agate which can be put into any given single column space irrespective of the size of displayed type contained in the advertisement. 14 Agate lines, set solid, make an inch. Agate type is also used for foot-notes, quotations, and some closely printed books are set in it. It is seldom used in job work.

This paragraph is set in 6 Point (Nonpareil) Roman. This size of Roman type is for setting the want advertisements in the large weekly papers and the medium size dailies, and in such papers the advertising space is reckoned on the basis of Nonpareil measurement. The reading matter in all of the large dailies is in Nonpareil. This type is also used in closely printed books, for foot and marginal notes and quotations, and in job printing. Twelve lines of Nonpareil make an inch.

This paragraph is set in 7 Point (Minion) Roman. The reading matter in high class weeklies, and often in the small dailies, is set in Minion. Some weekly papers measure their advertising space on the basis of Minion. This size of type is used in books; also, for foot notes and quotations, and in job work.

This paragraph is set in 8 Point (Brevier) Roman. The reading matter of the average weekly paper is generally in Brevier. It is good book type, can be used for quotations, and is appropriate for the reading matter portion of circulars or catalogues.

This paragraph is set in 9 Point (Bourgeois) Roman. This type is used in some weekly papers for the reading matter, also in magazines and in many class publications. It makes a good type for books, circulars, and catalogues.

This paragraph is set in 10 Point (Long Primer) Roman. This type is for the reading matter in weekly papers, and frequently appears in magazines and class publications. Books are often set in it. It is a good type for catalogues and circular work, and can be used for the reading matter portion of flyers. This size of letter is the smallest which should appear in the personal letter style of advertisement.

This paragraph is set in 11 Point (Small Pica) Roman. This size of type is frequently used in high grade books, for college and society papers, for circulars and full grade catalogues, and for descriptive matter in large advertisements. The personal letter advertisement looks well in this letter. The body of this book is set in Small Pica.

This paragraph is set in 12 Point (Pica) Roman. This size of letter is for places where it is desirable to have a type slightly larger than Small Pica. It is a splendid type in which to set the personal letter style of advertisement. It makes a suitable letter for descriptive matter in liberal advertisements.

This paragraph is set in 14 Point (English) Roman. This type is appropriate for flyers and hand bills, and is a good size of type to use for the personal letter style of advertisement when set in double column.

This paragraph is set in 18 Point (Great Primer) Roman. This size of type is the smallest which should appear upon a poster, can be used for the personal letter advertisement when set in double column, is a good type for flyers and hand bills, and the caps and small caps make excellent headings, much used in tasteful job work.

22 Point (Double Small Pica.)

28 Point (Double English.)

36 Point (Double Great Primer.)

48 Point (4-Line Pica.)

72 Point (6-Line Pica.)

This paragraph is set in Long Primer Old Style Roman, to distinguish the Old Style from the Modern Style. Old Style Roman is the same size as Modern Roman, the difference being in the shapes of the letter. Both Modern and Old Styles are freely used for reading matter in newspapers, and in setting books. The Old Style is considered handsomer by many, and is well fitted for effective work.

This paragraph is set in Boldface, 10 Point (Long Primer). Boldface is simply Roman of heavier face. In different sizes, generally in Nonpareil and Minion, it is used for headings of short items in newspapers, and considerably in job work. This type is also used to emphasize a word in reading matter where Italics are not emphatic enough.

This paragraph is set in Old English, 12 Point (Pica). This style is the old fashioned standard ornamental letter, desirable for headings and other lines in job work, but should seldom appear in newspaper advertisements.

Ornamental Type

" There can be art in business "

BUSINESS type, that is, type used in commercial printing, may be divided into three distinct classes: Roman type, comprising faces used for reading matter in books, magazines, and periodicals; wood type, either fancy or plain, the type being made by cutting the letters in box-wood, in sizes seldom smaller than 5 line pica, these large letters being cut in wood simply because it is difficult to cast in type-metal type larger than 5 line pica; ornamental, job, or display type, including all faces which are not properly Roman faces, although Full Face type may be included under this heading, or it may be classified under Roman type, as it is nothing more nor less than bold faced Roman, the style of letter being the same as the ordinary Roman face.

Selections of ornamental type must be made with judgment. The type which appears to be effective to one may not seem so to another. The safest rule to follow in the use of ornamental type is to use only those faces which have character and distinctness, omitting faces which have only the virtue of apparent ornamentation.

When in doubt, use Roman type, or the plainer faces of ornamental type. One can seldom make a mistake in having a job printed plain, and is liable to make a serious mistake in the indiscriminate use of ornamental type.

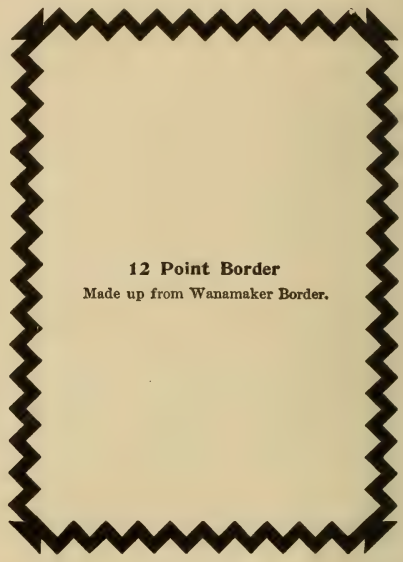
A few pages of borders are shown. Striking borders are to be recommended for ninety per cent. of advertisements.

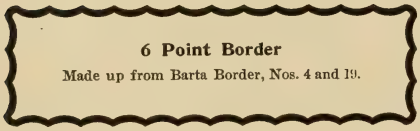
NEWSPAPER BORDERS

Barta Border Nos. 1, 4, 5, 7, 8, 9, 18.

Made up from Barta Border, Nos. 1, 4, 5. 8, 15, 16, 20.

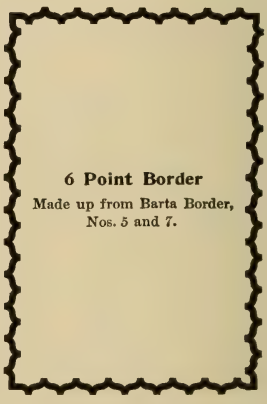


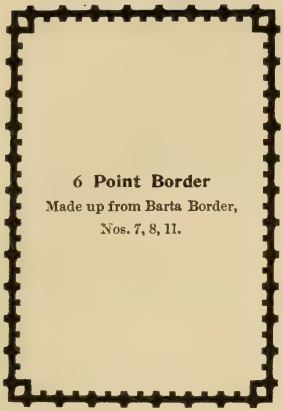




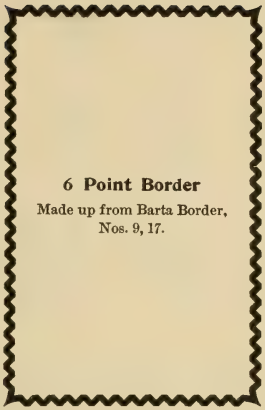




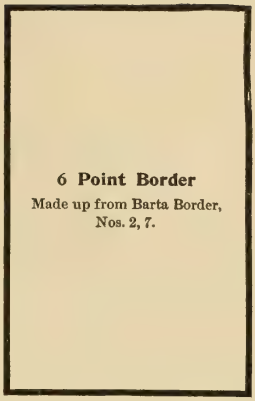




6 Point Border
Made up from Barta Border,
Nos. 7, 8, 11.



6 Point Border
Made up from Barta Border,
Nos. 9, 17.

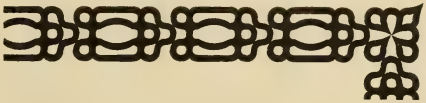


6 Point Border
Made up from Barta Border,
Nos. 2, 7.

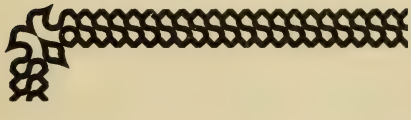
24 Point Border
Made up from Barta Border, Nos. 7. 8, 10, 12, 18.



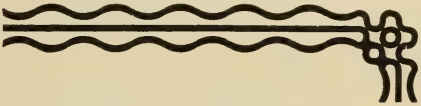
24 Point Border
Made up from Barta Border, Nos. 1, 4, 5, 6, 9, 11, 19.



18 Point Border
Made up from Barta Border, Nos. 4, 6, 9, 17.



18 Point Border
Made up from Barta Border, Nos. 1, 4, 6, 11, 19.



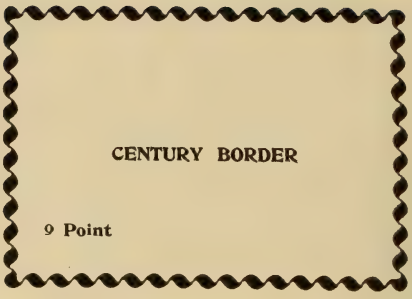


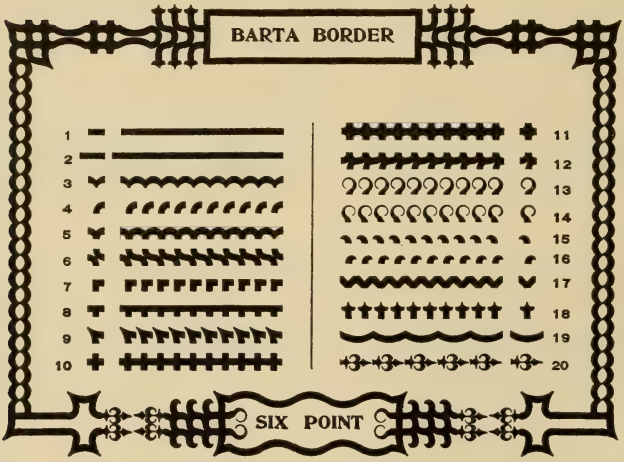
12 Point Border
Made up from Wanamaker Border.



12 Point Border
Made up from Barta Border, Nos. 7, 9, 11


WANAMAKER BORDER
6 Point


CENTURY BORDER
9 Point


BARTA BORDER
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
SIX POINT


LOVELL BORDER
9 Point


LOVELL BORDER
6 Point

Quotations

" Words of others tell the story "

PERTINENT quotations often add weight and dignity to an advertisement, and, if used carefully and appropriately, add a quiet refinement to the better class of circular and other printed matter.

An apt quotation at the head of a finely executed invitation to a millinery, or other opening, or for a high grade special announcement of any profession or trade, pleasantly appeals to the artistic sense of the receiver.

The quotation should invariably be set in small light-faced type, 6 Point (Nonpareil) or 7 Point (Minion) of Old Style Roman to be preferred, and seldom should be set larger than in type of 10 Point (Long Primer) body.

If the name of the author follows the quotation, quotation marks should not be used. Unless the quotation is one universally recognized, the author's name should be appended.

Agricultural.

The juicy pear
Lies in a soft profusion scattered round.
— *Thomson.*

Adam, well may we labor, still to dress
This garden, still to tend plant, herb, and flower.
— *Milton.*

The first farmer was the first man, and all historic nobility rests on possession and use of land.— *Emerson.*

Each tree,
Laden with fairest fruit, that hung to th' eye
Tempting, stirr'd in me sudden appetite
To pluck and eat.
— *Milton.*

Heap high the farmer's wintry hoard!
Heap high the golden corn!
No richer gift has Autumn poured
From out her lavish horn!

Let other lands, exulting, glean
The apple from the pine,

The orange from its glossy green,
The cluster from the vine;
. . . . . .
But let the good old corn adorn
The hills our fathers trod;
Still let us, for His golden corn,
Send up our thanks to God!
— *Whittier.*

Architectural.

He that hath a house to put his head in has a good head piece.— *King Lear.*

Houses are built to live in, not to look on; therefore, let use be preferred before uniformity, except where both can be had. — *Bacon.*

I would have, then, our ordinary dwelling-houses built to last, and built to be lovely; as rich and full of pleasantness as may be, within and without, and with such differences as might suit and express each man's character and occupation, and partly his history.— *Ruskin.*

The value of architecture depends on two distinct characters — the one, the impression it receives from human power; the other, the image it bears of the natural creation.— *Ruskin.*

Bakers.

Here is bread, which strengthens man's heart, and therefore is called the staff of life.— *Matthew Henry.*

Wouldst thou eat thy cake and have it?
—*George Herbert.*

Barbers.

I must to the barber's; for, methinks,
I am marvellous hairy about the face.
— *Midsummer Night's Dream.*

Blacksmiths.

And him who, with the steady sledge,
Smites the shrill anvil all day long.
— *Bryant.*

The painful smith, with force of fervent heat,
The hardest iron soon doth mollifie,
That with his heavy sledge he can it beat,
And fashion to what he it list apply.
— *Spenser.*

Books and Stationery.

Some ink, paper, and light.— *Anon.*

Take away the sword! States can be saved without it. Bring the pen!— *Bulwer.*

Pens carry further than rifled cannon.— *Bayard Taylor.*

After all, there is nothing like a book. — *Rufus Choate.*

My library was dukedom large enough. — *Shakespeare.*

I like books. I was born and bred among them, and in their company I have the easy feeling that a stable-boy has among horses.— *Holmes.*

Come, my best friends, my books! and lead me on.— *Cowley.*

I entrench myself in my books, equally against sorrow and the weather.— *Leigh Hunt.*

Old wood to burn, old wine to drink, old friends to trust, *old books to read.*— *Alonzo of Aragon.*

But words are things, and a small drop of ink,
Falling like dew upon a thought, produces
That which makes thousands, perhaps millions, think;
'Tis strange, the shortest letter which man uses
Instead of speech may form a lasting link of ages.—*Byron.*

Boots and Shoes.

The shoemaker makes a good shoe because he makes nothing else.— *Emerson.*

How much a man is like his shoes !
For instance, both a soul may lose;
Both have been tanned; both are made tight —
By cobblers; both get left and right.
Both need a mate to be complete;
And both are made to go on feet.
They both need healing; oft are sold,
And both in time will turn to mould.
With shoes the last is first; with men
The first shall be the last; and when
The shoes wear out they're mended new;
When men wear out they're men dead too!
They both are tread upon, and both
Will tread on others, nothing loth.
Both have their ties, and both incline,
When polished, in the world to shine;
And both peg out. Now, would you choose
To be a man or be his shoes ? — *Anon.*

Let firm, well hammered soles protect thy feet
Through freezing snows, and rains, and soaking sleet;
Should the big last extend the sole too wide,
Each stone will wrench the unwary step aside;
The sudden turn may stretch the swelling vein,
The cracking joint unhinge, or ankle sprain;
And when too short the modish shoes are worn,
You'll judge the seasons by your shooting corn. -- *Gay.*

He cobbled and hammered from morning till dark,
With the foot gear to mend on his knees;
Stitching patches, or pegging on soles as he sang,
Out of tune, ancient catches and glees.
— *Oscar H. Harpel.*

Butchers.

Why, that's spoken like an honest drover;
So they sell bullocks.
— *Much Ado About Nothing.*

Cabinet Makers.

Necessity invented stools.
Convenience next suggested elbow-chairs,
And Luxury the accomplished sofa last.
— *Cowper.*

Ingenious Fancy, never better pleased
Than when employ'd t' accommodate the fair,
Heard the sweet moan of pity, and devised
The soft settee, one elbow at each end,
And in the midst an elbow it received,
United, yet divided, twain at once.
— *Cowper.*

Carpentry and Building.

In the modern days of art,
Builders build with utmost care
Each minute and unseen part.
Quality goes everywhere.
— *Adapted.*

Dancing.

On with the dance ! Let joy be unconfin'd;
No sleep till morn, when youth and pleasure meet. — *Byron.*

Merrily, merrily whirled the wheels of the dizzying dances
Under the orchard-trees and down the path to the meadows;
Twelve dancers are dancing, and taking no rest,
And closely their hands together are press'd;
As soon as a dance has come to a close,
Another begins, and each merrily goes.
— *Heine.*

Old folk and young together, and children mingled among them.— *Longfellow.*

Dentists.

I have the toothache.

. . . . . .

What! sigh for the toothache ?
— *Much Ado About Nothing.*

Those cherries fairly do enclose
Of orient pearl a double row,
Which, when her lovely laughter shows,
They look like rosebuds fill'd with snow.
— *Richard Allison.*

For there was never yet philosopher
That could endure the toothache patiently.
— *Much Ado About Nothing.*

Druggists.

I do remember an Apothecary,
And hereabouts he dwells.
— *Romeo and Juliet.*

General Business.

Despatch is the soul of business.— *Earl of Chesterfield.*

Built for business.— *Anon.*

Business despatched is business well done,
But business hurried is business ill done.
— *Bulwer-Lytton.*

I'll give thrice so much land to any well-deserving friend;
But in the way of bargain, mark ye me,
I'll cavil on the ninth part of a hair.
— *Henry IV.*

Hatters.

A hat not much the worse for wear.
— *Cowper.*

My new straw hat that's trimly lin'd with green,
Let Peggy wear. — *Gay.*

Have a good hat ; the secret of your looks
Lives with the beaver in Canadian brooks;
Virtue may flourish in an old cravat;
But man and nature scorn the shocking hat. — *Holmes.*

Hotels and Restaurants.

Will you go with me ? We'll mend our dinner here.— *Comedy of Errors.*

Here is the bread which strengthens man's heart, and therefore is called the staff of life.— *Matthew Henry.*

Oh, who can cloy the hungry edge of appetite
By bare imagination of a feast ?
—*Shakespeare.*

A joint of mutton and any pretty little kickshaws.—*Shakespeare.*

Shall I not take mine ease in mine inn ?
— *Henry IV.*

We left the shade:
And, ere the stars were visible, had reached
A village inn,— our evening resting-place.
— *Wordsworth.*

Whoe'er has travell'd life's dull round,
Where'er his stages may have been,
May sigh to think he still has found
The warmest welcome at an inn.
— *Shenstone.*

Nearer as they came, a genial savor
Of certain stews, and roast meats, and pilaus,
Things which in hungry mortal's eyes find favour. — *Byron.*

Yet smelt roast meat, beheld a huge fire shine,
And cooks in motion, with their clean arms bared. — *Byron.*

We may live without poetry, music, and art;
We may live without conscience, and live without heart;
We may live without friends; we may live without books:
But civilized man cannot live without cooks. — *Owen Meredith.*

Jewellers.

Stones of small worth may lie unseen by day,
But night itself does the rich gem betray.
— *Cowley.*

A pearl may in a toad's head dwell,
And may be found, too, in an oyster shell.
— *Bunyan.*

The lively diamond drinks thy purest rays,
Collected, light, compact. — *Thomson.*

These gems have life in them: their colors speak,
Say what words fail of. — *George Eliot.*

The clock upbraids me with the waste of time. — *Twelfth Night.*

Livery.

Many carriages he hath despatched.
— *King John.*

Go call a coach, and let a coach be called,
And let the man who calleth be the caller;
And in his calling let him nothing call,
But coach. coach! coach! O for a coach, ye gods! — *Henry Carey.*

Masons.

Sir, he made a chimney in my father's house, and the bricks are alive at this day to testify it.— *Henry VI.*

Musical.

Softly her fingers wander o'er
The yielding planks of the ivory floor.
— *Benjamin F. Taylor.*

Pottery.

Turn, turn, my wheel! Turn round and round
Without a pause, without a sound:
So spins the flying world away!
This clay, well mixed with marl and sand,
Follows the motion of my hand;
For some must follow, and some command,
Though all are made of clay!
— *Longfellow.*

Safes and Vaults.

'Tis plate of rare device: and jewels
Of rich and exquisite form; their values great;
And I am something curious, being strange,
To have them in safe storage.
— *Cymbeline.*

Tailoring and Clothing.

The outward forms the inner man reveal.
— *Holmes.*

Be sure your tailor is a man of sense.
— *Holmes.*

Sister! look ye,
How, by a new creation of my tailor's,
I've shook off old mortality.
— *John Ford.*

What a fine man
Hath your tailor made you.
— *Massinger.*

I'll be at charges for a looking-glass,
And entertain my friend the tailor
To study fashions to adorn my body.
— *Shakespeare.*

Costly thy habit as thy purse can buy,
But not express'd in fancy; rich, not gaudy!
For the apparel oft proclaims the man.
— *Hamlet.*

Tea.

Here thou great Anna! whom three realms obey,
Dost sometimes counsel take — and sometimes tea. — *Pope.*

Advertising Novelties

"Can there be something new"



DVERTISING novelties are simply innumerable.

Everything in the way of advertising, out of the province of common ink and paper, can properly be classed under the generic term of advertising novelty.

Novel advertising, or properly speaking, advertising novelties, do not generally include anything of the newspaper or magazine character, although the product of the printing-press, if extended to cover books, pamphlets, or other printed matter, removed from the ordinary letter-press work, can be included under this chapter heading.

Advertising novelties, properly speaking, however, comprise everything of a manufactured character: advertising clocks, rulers, pen-holders, pencils, paper-weights, ink-stands, general embossed work, articles of papier-maché, or of bone, wood, iron, tin, and zinc

Calendars, although the majority of the effective ones are extremely novel, cannot be placed under this classification, because the importance of calendars is so great as to suggest that they be recognized by themselves alone.

The province of the advertising novelty is to present to probable and possible customers something of alleged use, or of a character which enables it to pose as an ornament.

Chromos and lithographs of every class certainly are novel, and could be discussed in this chapter did they not form a chapter of their own.

Large indoor and outdoor signs are not properly advertising novelties, unless they be of extreme beauty, and of the most original design. They are, however, discussed in other chapters, and need not be considered here.

Glass affords a prolific field for the manufacture of advertising novelties.

Ink-stands are always useful, generally ornamental, and occupy a position on the business desk, constantly before the eye of the occupant.

Glass can be worked into almost any shape.

Paper-weights are conventional, and yet effective as advertising novelties, and advertising ground into tumblers, and other glass ware, particularly if adapted to office use, present somewhat new ideas in novelty advertising.

Wood, almost as much as glass, furnishes material for a vast number of advertising novelties, most of them effective.

Rulers have been used for half a century, and yet to-day, an advertising ruler is seldom thrown away, and if it be a correct rule, and well made, it will be preserved and appreciated by the receiver.

Pen-holders and pencils, properly marked in gilt, furnish good advertising novelties, and although they are much used, they are seldom discarded, and the recipient is not likely to forget the giver.

Leather articles of every kind, calendar-stands, paper-weights, covered with leather, and particularly memorandum books, have been used, and always will be used.

Embossed work is not properly printed matter, and must be considered under some other department of advertising. It may as well be placed under advertising novelties, as anywhere else. The commercial printer does not do embossed work, unless he has a special plant devoted to its class.

Embossing is nothing more or less than raised or sunk-in printing, the quality of the work frequently depending upon the distance sunk, or the distance raised.

Seals, ornamental designs, and some illustrations can be embossed, but elaborate pictures cannot easily be treated in this way.

The effectiveness of embossed work depends largely upon its distinctness, for embossing attempts to show the matter in stronger relief, and simplicity is here necessary.

While the majority of embossed lettering is of the most fancy style, the attempt being made at over artisticness, the utmost simplicity is to be recommended.

All embossed work is rich, and richness needs plainness to make it look richer.

Embossing in colors, as well as in plain gold, produces very effective results. Nothing in richness can take the place of simple embossed lettering, of plain designs. It is merely a question of using embossed work for a certain purpose, or of using something cheaper instead.

Novelty manufacturers frequently carry in stock, or make to order, advertising novelties of common paste board, or of pressed wood pulp, or any other composition, and frequently such novelties are sufficiently new and attractive to hold the attention of the receiver.

If the advertiser sends out some printed statement, and he can find a way of sending it so that it will be so novel, although the words remain the same, that the reader may give it better attention, then he has accomplished something beyond the province of common letter-press work. The novelty manufacturer steps in here, and by embossing, or by any other handling of common paper, paste board, or pulp, produces some method of presenting brief printed matter to the receiver, in a more novel way than the ordinary printing office can furnish.

If the expense is not too great, and generally the expense cannot be too great if the effect is strong, the national and local advertiser will find it, frequently, advantageous to consider some other method for sending out printed statements besides the ordinary commercial printing style, for novelty and change of every method of advertising are essential. The advertiser does not send out less printed matter; he simply finds a way of using more printed matter in a little different form from the usual product of the ordinary printing-press.

The memorandum book occupies a distinct position. It is always acceptable, if it is well made, and while thousands of concerns are sending them out, a good memorandum book is seldom laid aside.

The memorandum book must be of convenient size, and the binding should be sufficiently good, that it may wear as long as the receiver would be likely to use it. The paper must be of good quality, and the advertising in such a book should not be sufficiently extensive to interfere with the value of the book as a book in itself.

Any advertising novelty which is so covered with advertising as to be of no particular use to the receiver is worse than no advertising novelty at all.

The memorandum book, particularly, must have value in itself. It must be substantially as good as a memorandum book containing no advertising.

There are few concerns who cannot, to advantage, use a memorandum book. Some may not care for more than two or three hundred, others can use them in lots of a hundred thousands. Every man must carry a memorandum book; it is often a question of his buying one or getting one for nothing, and if he be a possible customer, almost any firm can afford to give him this pocket necessity, for every time he takes this book from his pocket he cannot avoid remembering the firm who gave it to him, and reading their announcement if their announcement be sufficiently brief.

Leather covered tablets for the desk, calendars mounted with leather, in fact, anything made wholly or in part of leather, is dignified, high toned, and effective.

Celluloid, an imitation of ivory, and costing very much less than ivory, although expensive even at its reduced price, can be made up into business-bringing novelties.

Celluloid paper knives, envelope openers, pen-holders, and anything else in the line of celluloid, are well received, generally preserved, and remain upon the desk as standard novelties of advertising.

Pads for memoranda, although properly coming under the classification of printed matter, can be considered as advertising novelties, and if not too expensive, and the paper of good quality, they can be made to be of more or less value.

Blotting paper may be considered here, although it is, in reality, printed matter. The fact that the largest insurance companies of the country have, for the last twenty-five years, used blotting paper in large and small sizes, for their advertising novelties, and continue to use blotting paper for this purpose, indicates that there must be definite value in blotting paper advertising. The blotting paper should never contain but one advertisement, and the advertising should be on only one side of it. The combination advertising blotting paper, that is, a large sheet of blotting paper containing a dozen or more business cards, presents to the advertiser, substantially, no value whatever.

The less said on the blotting paper, the better, but that which is said must mean a great deal.

Wood pulp is now being greatly used for advertising novelties, and there are a dozen other compositions which can be pressed into almost any desirable shape.

Checkers, dominoes, pen-racks, pen-holders, and many other things are made of wood or composition, and by being of definite use, furnish as definite value as advertising novelties.

The advertiser should avoid being too original in his advertising novelties.

It is absolutely absurd to produce a handsome thing, of practically no value to the receiver, and expect that the receiver will preserve it.

Beauty is all well enough, but unless it be of the highest style of the art, and that kind of art costs too much money, it is of little or no value, for the business man will not keep a beautiful thing on his desk, or by him continuously, unless it have some definite use to him in his business.

The conventional ink-stand, which the advertiser keeps on his desk, if it contain a brief advertisement, is sure of doing more or less good, when something of the most artistic character will be instantly taken from the package, and thrown into the waste basket.

The plan of presenting people, more or less generally, with books, mostly of a few pages, has, in the majority of cases, been productive of good.

An "A B C Book," on the general plan of "The House Which Jack Built," or any other book for children, can, if distributed properly, assist in holding old customers, and in bringing new customers. Books of this class should invariably be devoted exclusively to women, or to children, or to both. Cook books, although conventional, have been used to advantage, and little pamphlets on the care of the fire, or of the clothes, or telling women how to do mending, giving her hints on furniture polishing, carpet sweeping, or anything else in the line of household necessity, or needle work, will be well received by the family, and liable to be preserved and read. It is generally advisable to have the book devoted entirely to one particular line of information instead of making it too broad.

A book which tells how to take care of the kitchen fire will be more appreciated than the book which tells about the kitchen fire, and how to cure headaches, and a thousand and one other things.

A book on "Cake Cooking" or "About Bread" has character, but a book upon cake, and bread, and fires, and cooking, and everything else combined, has no distinct character.

The oneness of books of information is as important as the oneness of advertising.

Books should be made up in a neat and attractive way, generally a lithographic cover is desirable, and if the quantity be large a lithographic cover will not cost much more than a common plain cover.

The significant fact that the publishers of leading publications give away as premiums great numbers of books, principally story books in paper covers, indicates that the large retailer will find it good business policy to occasionally present his customers, and others, with interesting, yet inexpensive, books of stories, travel, and general information.

The giving away of griddle cakes and hot coffee, and other eatable or drinkable articles, as a means of attracting trade, will materially aid in securing sales, and is generally much used, often to advantage, in introducing new articles, but such a method loses its advertising grip quickly, and never, except in large cities, should be persisted in more than a month at the longest.

Samples of all kinds come under the head of general advertising novelties, and they are valuable in introducing new articles, but the distributor of samples should remember that that which is given away for nothing is not generally appreciated, and that the success of the sample depends upon its method of distribution.

If the sample costs ten cents, and the party makes a definite effort to get it, by sending a two-cent stamp by mail, or by calling at a certain place, then that party, by his effort, really pays for the sample.

A sample has a solid value as an advertising medium, but samples thrown around from house to house, given away promiscuously at fairs, or upon the street, do not have one tenth the value they would have if properly distributed.

A little difficulty in obtaining a sample makes it all the more valuable when the party gets it. Samples should be well done up, in attractive covers, and enough in the sample to give a person an idea of its quality, or to make him want more of it.

Advertising placed upon advertising clocks, in hotel reading rooms, upon bulletins and hotel tables, or around glass in frames, on reading-room desks, in restaurants, or in other public places, is worth about nothing. It is neither novel nor attractive.

The agricultural, or other, fair, opens a means of very attractive advertising. Do not pile the goods up in an indifferent heap, and expect people to give them more than a passing glance.

Because the wrapper on a bundle is interesting to you, because you designed it, is no reason why anyone else should care anything about it.

Goods should be particularly well arranged, artistically if possible. If it is not too expensive, and you have some one with brains to invent it, arrange some exhibit which illustrates some pleasing style of decoration.

Build a house or a pyramid, or, what is better, show something in operation. If it is coffee, make coffee on the premises; if it is salt, have something to eat with salt — all this counts, provided there is not a too promiscuous distribution of these free gifts.

A working exhibit, no matter how small it may be, is worth all the artistic arrangement of pillars and arches which the finest decorator can devise.

In a fair exhibit, place the best looking, most business-like, and courteous clerk in charge of the exhibit, and keep him, or her, there.

Do not give away advertising matter promiscuously. Distribute it with judgment.

The advertising portion of all novelties should be plain and distinct. It may be conspicuous, if it in no way interfere with the appearance of the article.

Nothing looks worse, and nothing is worse, than an advertising novelty plastered with advertising.

An interesting colored picture, with plenty of sky and water, will generally be hung up, if it does not contain offensive advertising, but if the entire Atlantic Ocean is covered with the sign "Use Brown's Pills," the waste basket is a natural receptacle for such a hanger.

The majority of pictures have a convenient barn door or fence for the advertising.

The picture, or novelty, should have sufficient interest or usefulness in itself to be attractive. The receiver will find the advertising upon it, no matter how small may be the print.

Remember one thing, while advertising novelties can be made to be of extreme value as advertising mediums, the advertising novelty never has, and never will, take the place of periodical advertising. It is simply supplementary to it, and when intelligently used in conjunction with periodical advertising, it is to be generally recommended.

BUSINESS BRINGING NOVELTIES

ORIGINAL DESIGNS

FOR

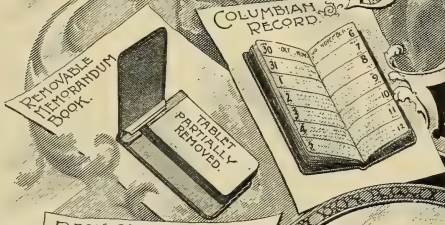
NEW YORK
HOPCRAFT & Co
"WORLD B'L'D'G"

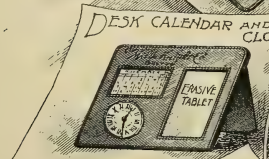
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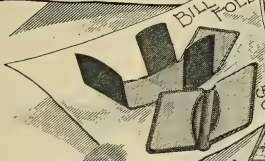
BOSTON, NEW YORK, PHILADELPHIA, CHICAGO

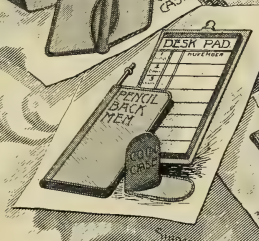
MANUFACTURERS OF

MEMORANDUM BOOKS AND LEATHER GOODS









PATENT REMOVABLE MEMORANDUM BOOKS
PENCIL BACK MEMORANDUM BOOKS,
COLUMBIAN RECORD
FRAMED DESK CALENDAR
IN VARIETY
COMBINATION CARD CASES AND TABLETS
CARD CASES CIGAR CASES
COIN PURSES, ETC

AN ATTRACTIVE, DURABLE AND USEFUL LINE OF

ADVERTISING SPECIALTIES

QUALITY UNSURPASSED.

SAMPLES AND PRICES SENT ON APPLICATION, TO RESPONSIBLE PARTIES, AT A NOMINAL COST.

OFFICE AND MANUFACTORY

BOSTON, : 60 PEARL ST.

MILLS KNIGHT & CO. PRINTERS

One of the Profitable METHODS

OF DRAWING

Cash Trade IS THE USE OF Good Premiums.

THESE ARE SUPPLIED TO

NEWSPAPERS, RETAIL DEALERS IN ALL TRADES,

MANUFACTURERS OF

SOAP, TOBACCO, COFFEE,

BAKING POWDER. SEED GROWERS, ETC.

With a High Value and Low Cost.

Special Premium Plans are suggested by the

Empire Publishing Co., 146 & 148 Worth Street, NEW YORK.

Their sixty-four page illustrated catalogue always proves interesting to users of fine premiums. It is mailed on request.

Desultory Advertising

"A mob of thousands ne'er dared face the guns of Regulars"

HERE'S an advertising axiom, acceptable by unanimous vote of business test-proof:

The periodical is the main trunk of advertising; all else are branches dependent upon the trunk for support.

Circulars, cards, lithographic work of every kind, printed novelties, leather, celluloid, or anything else in the way of useful or ornamental novelty, made of any kind of material, to be used for advertising purposes, have their places in the economy of advertising. They have been used, and always will be used, by large and small advertisers.

The catalogue and descriptive circular are essential to complete, consistent, and successful advertising.

Business cannot be carried on without descriptive matter.

Promiscuous circulation of printed matter — the sending of catalogues or circulars to so-called lists of names — even if such names are genuine, is worth comparatively little, and can pay at best intermittent dividends.

The field of the catalogue and circular is to give information.

The advertisement is to make people send for such information.

The man who writes or calls for a catalogue or circular will read it, when he will throw into the waste basket the same thing sent to him unrequested.

Advertising in regular publications sifts out the impossible customer from the possible; it allows the advertiser to rake the ground with his own rake, and to gather in the people with whom he can hope to do business; no more and no less; it reduces the field of the town into the field of his business; it places the advertiser in direct connection with the people he has the chance to reach.

The advertiser who believes in hand-bills has only to stand upon the sidewalk when boys are passing them out, to be forever convinced that this kind of advertising is worth as near to next to nothing as it can be, without being nothing.

To bring flyer-matter to practical business figures: 10,000 cheaply printed circulars cost fifteen dollars. A boy to give them out, either from house to house, or to pedestrians, will charge, say two dollars. If he leaves only one at a house, and gives only one at a time on the street, he will not make much on the job at two dollars. Boy-circular-distributors are not built that way. One must take them as they are. In order to argue from the worst side of the argument call it seventeen dollars for the circulars, and the distribution.

If the boy is anything like other boys, and he probably is, he will attempt to give ten circulars to every one who passes, or one, and throw away nine; one thousand circulars to one hundred people; ten thousand to one thousand people.

If the circulars are left at one thousand houses, ten at a house, and the chances are the boy will average more than that, five hundred of these lots will be blown from the steps, leaving five hundred lots to do the business; of the five hundred lots remaining about one hundred servant girls will pick them up to take them into the house; of the one hundred lots carried into the house, possibly seventy-five of them will be seen, and fifty more or less looked over.

To recapitulate: out of the ten thousand circulars, fifty may be read. More or less of the remaining 9,950 will be seen blowing around in the street, or stuck in the gutter, giving some reason to think that a moderate amount of good may come from those not actually held in the hand.

If the circulars are distributed on the street, about one man or woman in fifty will accept one of the circulars, and out of the fifty about two will keep them, and out of the two about one will read the contents.

This reduces the drawing power of circulars given away upon the street to a value of two per cent.

If these statements seem exaggerated let the doubter follow the circular distributor from house to house, and spend half an hour beside any man or boy distributing circulars upon the street, to see the street and sidewalk fill up with that which the merchant has paid good money for.

No one cares to put himself upon record for stating that circulars never have paid, because they have in exceptional cases, but the writer is willing to stake his reputation upon the statement that an advertisement in a decent paper is worth more than an acre of circulars.

Had the circular matter, which cost the merchant seventeen dollars, been placed in a small space in a good newspaper, from three to six times as many people as the circulation of the paper would have been given opportunity to see the announcement.

Every reader of a paper does not read every advertisement, nor does he see every advertisement; but it is fair to presume that a well worded and fair sized advertisement in any publication will reach the eye of about seventy-five per cent. of the readers, most of whom are possible customers.

When a man pays one cent, or a dollar for anything, from a newspaper to an illustrated magazine of art, he is obliged to make an effort requiring the expenditure of a definite sum of money. No matter how small that sum may be, the spending of it is positive proof that the buyer desires that which he has bought. He purchases it for no other purpose than to read it. If he reads even a small part of it he must see some of the advertisements, and his eyes must dwell upon those advertisements which announce goods he is interested in, or which suggest that he become interested in them.

The writer is a strong disbeliever in any advertising medium which reaches the reader without any effort being made by the reader to get it.

No matter how beautiful the paper may be, how well written, and how well edited, if it be thrust upon the public unasked for. Such are desultory papers at best, and contain nothing which the reader would pay for, for if he would pay for them they would not be given him for nothing.

The paper of free circulation has no standing, no backing, no foundation; it generally appears but once; is thrown at the reader without hitting him. It has no element of permanency, and that which is not permanent is worth about nothing.

Advertising in mediums paid for is worth at least twenty times more per copy circulated, than advertising in anything which costs the receiver nothing.

Directory advertising, with the exception of cover space, may be considered as semi-desultory.

The directory is like a dictionary, only one particular part of it at a time has any interest for the reader; no one reads a directory for pleasure, and no one turns to the next page to see what is upon it.

The circulation of directories is exceedingly small, hardly one quarter as large as that they may be supposed to have, although their reading circulation is unlimited.

The reader grabs the directory, turns to a certain name, closes the book with a bang, and all is over.

If the advertiser believes in inside directory advertising let him paste a five dollar bill in any part of a directory among the advertisements, or among the reading matter, to see how long it will take for it to be brought to light. If it be among the reading matter it may be discovered. If it be among the advertisements it is about as secure as it would be in a safe.

Nothing said here should be taken as derogatory to trade directory advertising, for good trade directories are really encyclopedias of information; of limited circulation, yet of the right kind to make trade advertisements pay.

The claim made by the majority of directory representatives, that the advantage of directory advertising consists largely in that every advertiser is given, under his name in the directory portion of the book, a reference to his advertisement in the back, is, it must be admitted, of reasonable soundness.

There is an advantage in being able to tell the people, at length, what you particularly manufacture or sell, and the regular directory department, as well as the business directory section, cannot give a recapitulation of your specialties and regulars, and the reference referring to some other part of the book, where your advertisement appears, has in it a certain amount of value.

There is, however, no necessity of taking full pages, or a series of pages. Generally, space of two or four inches is sufficiently large to give this direct information.

If the advertiser, in looking through the business directory, to find the names and addresses of those who manufacture pumps, discovers an advertising reference beside your name, and turns to such reference, it makes no difference to him, particularly, how large an advertisement you have, so long as it gives the information he desires. The chances may be that

he will seldom look through the advertising pages, unless directed by reference.

The plan of many directory concerns, of placing any merchant under business directory headings, using caps or full face type, and charging a nominal price, say fifty cents or a dollar for each appearance of the name, may be of questionable value.

If the directory be a first class one, the name of every man in any line of trade must appear under its regular heading, and maybe no particular advantage is gained in having the name appear in larger type.

The directory representative brings another argument. He says to the boot and shoe man, "I will place you under 'Boots & Shoes' for nothing; if you desire to appear under the heading, 'Shoes,' it costs you a dollar extra."

There are cases where it is advisable to appear under several headings, but it is certainly worthless to appear under a large number of manufactured headings, substantially alike, and which are given simply because the directory is desirous of receiving extra dollars.

The directory advertiser, in being under a special heading, should see to it that no other man in his particular line of trade is given a similar heading, which, on account of the alphabetical arrangement of the wording, allows the rival to precede him; for instance, the heading "Shoe Dealers" would precede the heading "Shoe Men."

The directory representative may suggest that you go under the special heading "Shoe Men," for that will let you precede the heading "Shoes." He may go to some rival in your business and suggest the heading "Shoe Dealers," which will precede the other two headings, and the reader of the directory looking for "Shoes," and finding the heading "Shoe Dealers," might not look further on.

The first class directory is worthy of respect, and it can be used as an advertising medium to advantage, but there are, scattered throughout the country, a large number of illegitimate directories, which are mere advertising schemes, without circulation and without standing.

The advertiser should confine his directory advertising, if he must have it, to standard directories, and even then he should use discretion, for there is such a thing as too much directory advertising, even in the best of them.

A map, or chart, or picture may be beautifully executed, and the advertisement may be allowed to occupy the space of the entire Atlantic Ocean. It looks well when hung up. Let the advertiser, before making a contract, look upon his own office walls, and see how little of this sort of trash is there. He may find some pasted up in the shipping-room, but that locality is not the arena of the populace, and about all the people who will see it consist of his shipper and other shippers.

Nothing in this chapter must be taken as in any way depreciating the value of catalogues, and other printed matter, and effective advertising novelties.

The argument against all printed matter, and everything in the line of novelty, is not against printed matter and novelties; it is in the fact that some advertisers attempt to do advertising by these methods alone.

Printed matter is absolutely essential to good advertising, and advertising novelties are often productive of the greatest good, but they must be used in connection with regular periodical advertising.

It is the business of the periodical advertisement to make printed matter and advertising novelties effective.

The burden is on periodical advertising, not upon the other methods of advertising.

The happy combination of all good methods is positively necessary.

The local advertiser, and frequently the national advertiser, are presented with urged opportunities to advertise in fair papers, secret order bulletins, programs of celebrations, and other publications of transient character.

The local advertiser frequently is obliged to advertise in such publications. They are presented to him by some prominent woman or man, who, without knowing it, is a legitimate blackmailer, and it would be bad policy not to advertise in such publications, and frequently such advertising, because it is of extreme local interest, is really productive of trade.

Regular theatrical programs are a part of the entertainment perquisites, included in the price of the ticket. They are therefore of paid circulation.

Programs distributed upon the street are pre-eminently desultory.

The local advertiser must use his judgment. He must consider how much it is worth to him to advertise in such publications, and how much it will cost him if he doesn't advertise in them.

The national advertiser has no business in such publications, unless they are issued by committees, made up from his particular line of trade, where it's necessary for him to advertise, as a matter of courtesy.

Do not make the fatal mistake of considering that advertising space is not merchandise. It is as much so as the carpet on the floor, or the flour in the flour barrel. It is no more a luxury than the buttons on the pantaloons, or the lining of the overcoat. The man who considers advertising a luxury, and advertises, should have a guardian placed over his business.

People do not place implicit confidence in advertising statements, but for all that the permanent character of the paper has the power to transfer its weight to the goods advertised in it.

The majority of people are regular readers of regular publications. The arrangement of the news and advertising columns become fixed factors in their minds; they depend upon their favorite paper, and unconsciously or not learn to rely upon the advertisements in it.

An advertisement in a regular paper has habitation; it is a part of the paper's life; it is so recognized by the reader; there is identity and reliability about it of fixed quality.

The circular has no character beyond its individual appearance. It is a sort of Will-o'-the-Wisp, whose natural fate is the gutter.

The mail-circular, unless sent for, is but a step in advance of the passed-out flyer.

A bungling, poorly worded advertisement in a good paper may be a poor investment, but it is infinitely better than the most artistically gotten up circular of promiscuous circulation.

The newspaper is the natural medium of advertising, and the only one which is absolutely necessary to business publicity. Aided by comprehensive catalogues, well written circulars, first-class goods, and live salesmen, it is worth double its individual value.

Honesty in Advertising

"For Truth ne'er skipped a dividend"

MISREPRESENTATION will sell goods.

Lying salesmen can sell shoddy.

Absolutely false printed statements not only bring people into the store, but assist in selling fraudulent goods.

Men have become rich by dishonesty.

There are plenty of cases where actual gain has sprung from following the twisted adage, that, "dishonesty is the best business policy."

It is useless for moralists to deny the truth of this statement, for they are overwhelmed with the evidence of many recorded cases where misrepresentation and fraud have enabled men to make money, and keep money.

But every financier knows that in nine cases out of ten strict honesty and business integrity will build up a more solid foundation for business than any amount of gilt-edged misrepresentation.

The successful business villain hasn't sufficient ability to be honest in business.

Dishonesty is a sign of business weakness.

Business men are not dishonest from choice; they are over sharp when their natural or attained business strength is too weak to suggest the longer and surer road to probable success.

The majority of reliable houses are those which are honest inside of the store, and out of it.

Transient trade undoubtedly comes to the dishonest advertiser, and goods are sold over dishonest counters, but for all that, honesty in every department of business is that which has not only founded profitable business, but has developed and held every business worth holding.

The shrewd business man is not after transient trade. He is not after

the man who comes to him to buy to-day, to skip to-morrow, to come to him the day after to-morrow, perhaps. He is after the man who comes all three days, and will continue to come.

One regular customer is worth more than three transient customers.

The papers may be filled with advertisements of "Unheard of Bargains," of "Unparalleled Discounts," of "Heart Rending Sacrifices," of "Fire," "Smoke," and of "Water," of "Damaged Goods," of "Ten Dollar Bed Quilts at $3.75," of "$40 Overcoats at $15," of "Lowest Prices," and all that sort of thing, intended to misrepresent to possible buyers, and to draw into the store the fools of the community.

Notwithstanding that this practice has paid, and continues to pay in certain cases, it is evident that the theory is wrong, irrespective of its immorality, and that such advertisers cannot hope to leave to their children a business of any real or permanent value.

"Bargains" are the "chestnuts" of trade, and "less-than-cost-goods" libels on common sense.

True, some folks believe in bargains, and other folks look for bargains, but "Unparalleled Bargains" never have existed, never will exist, and never will be believed to have existed.

Where ten stores in the same town are advertising the same bargain, each of the ten stores is materially assisting in driving trade away from itself.

There is nothing original about a bargain. It has been worn threadbare.

No man ever sold goods for less than cost, except under peculiar circumstances, and no man has ever been believed to have sold goods for less than cost, even though he may have been so doing.

It is absolutely useless to advertise to do a thing, even though you may do it, when no one believes you are going to do it.

"Fire, smoke, and water" have burnt out, and soaked out, their value. The people can no longer be filled with smoky falsehoods.

"Tremendous Sacrifices" and all that nonsense, billed in big type, insult the reader, disgust the thinking man and woman, and bring to the store a set of curiosity seekers, who may buy for once, and then stop buying.

Many a store may have existed by bill-board advertising, lying, and misrepresentation, with a bolstered-up credit which no bank will discount.

The occasionally successful house, built upon apparently solid, but dishonest foundation, by exception, proves the general rule.

It is safe to follow the law of averages.

In these days of sharp competition, and scheming men, and lying merchants, originality is to be practiced at any reasonable sacrifice.

Honesty at the present day is originality.

It is better to underestimate the quality of the goods, so that the purchaser may be surprised when he sees them, than to overestimate, and disappoint the buyer.

An overestimate may bring the man to the buying point, but it will not sell the goods.

An underestimate may not bring as many buyers, but it will make a customer of every one of them.

It is not good policy to underestimate, as a general thing. Tell the whole truth, describing the goods as they are, painting them in the brightest of natural colors, arranging them so that all that is in them will show, and no more.

Abraham Lincoln never said truer words than when he declared, "You can't fool all of the people all of the time." The advertiser cannot do it, even though he thinks he can.

The best and most prosperous merchants in every city are those noted for their honesty. Everything they sell is as represented, or the money is refunded. Their trade is solid; advertising keeps it alive, and brings more; a customer once in is in forever.

To-day advertising has run to such an exaggerated extreme, that people are beginning to mistrust it.

The opportunity of honesty is ripe, and not half improved.

The advertiser, whether he sells overcoats, stockings, or boot jacks, should announce in the most honest terms exactly what he has to sell. Not only should he advertise honestly, but the advertisements should have the appearance of that generous, openhearted truthfulness, which carries with it conviction, and which makes a friend of the reader, and a permanent friend when the reader becomes a buyer.

It is simply a question whether the advertiser proposes to do business, and to continue to do business, and to get the most out of his business, or whether he proposes to work by the aid of the flash light, — to make a great deal of money to-day, and fail to-morrow.

It is assumed that the average business man would rather be honest than dishonest, and on that hypothesis can be made the broad claim that honesty in advertising will create more business, and hold more business, than all the dishonest advertising which man can devise.

The advertiser who thinks that by his dishonest statements he is fooling the public, is simply fooling himself. The public are not fools, whether they live in the Green Mountains, in the City of the Golden Gate, at the Hub of the Universe, in the Metropolis, or in the Great Central City of the West.

Education and periodical enlightenment are driving practical knowledge into every man and woman. People now-a-days know that a spade is a spade, and cannot be bulldozed into believing that it is a club or a heart.

It is easier to fool city people than to fool country people. The city man may be on his guard, but the countryman expects to be swindled, and becomes bomb-proof.

The greatest advertisers in the country, whether from principle or anything else, are becoming honest advertisers, and those which express the most honesty in their advertisements are the ones which make the most dollars.

Any fool can be dishonest; there's nothing bright about swindling.

Street Front Advertising

" The cheerful window bids a cordial welcome to the dreary street "

ANY words about window dressing, and decorative advertising, would be, materially, more valuable could they be accompanied with comprehensive and pleasing illustrations.

The reason this chapter is not illustrated is simply because it is impossible to present illustrations.

The writer has been in personal correspondence with the leading professional window dressers of the United States. He has made every effort to obtain photographs, drawings, and sketches of prominent displays, that he might present them to his readers.

There are probably not, all told, in the United States a dozen photographs of window displays, doing justice to the artistic work.

It is well nigh impossible to photograph a window with good effect. The majority of window sashes cannot be lifted, and without natural rear, and overhead light, it is extremely difficult to photograph interior spaces through glass.

Every effort has been made to obtain sketches, and illustrated studies, in window dressing, but the material has not been available, for window dressers seldom make any record of their achievements.

A vital difficulty presents itself, in that no illustration, however elaborate and perfect, will present anything more than plain and conventional styles of window dressing, for the best designs cannot be reproduced upon paper.

To properly dress and decorate a window, that it may be admired by the public, requires natural and cultivated ability. No one without true artistic sense, and discrimination of color, in its lights and shades, and without a well developed bump of common sense, combining business art

with the æsthetic, can hope to more than poorly succeed in window dressing.

While decorators are born, not made, their true artistic accomplishments are generally worthless, unless working in co-operation with careful training, and practical experience.

In every store there are from one to a dozen or more clerks more likely to possess window decorative ability than the others.

It is suggested that the employer stimulate competitive mettle, with a view to creating the office of head window dresser, placing it entirely in the charge of some one clerk, with assistants who have been proven to possess natural ability in this direction, and who are willing to study window dressing as a business art.

The larger stores, of course, employ professional talent in this direction, but the majority of stores cannot afford to pay the heavy professional fees, and must content themselves with making other departments do this important branch of advertising.

The true artist must be a slave to his talent, and while his methods may not admit of strong artistic criticism, when judged by the standard of broad and undefiled art, he may totally lack that special common sense business ability, so absolutely necessary in combination with true art, in the production of business-bringing decoration.

The show window is created wholly for appropriate dressing, and if it be not properly arranged, it is simply useless, a waste of space which cannot be utilized for any other purpose.

It is far better to place a sash curtain at the window, than to fill it with a conglomeration of everything, meaning nothing, and interesting to nobody.

A show window is in a position where it must be looked into, and if it be properly dressed, it presents the cheapest and most effective means of advertising the goods in the store, because it really costs nothing, the material used in decoration being regular stock.

Suggestions on window dressing are simply beyond the power of enumeration. This chapter can but present a brief outline of suggestions, instead of definite ideas, the writer expecting that whatever he may say will be of little account, except in starting a train of thought which more experienced men can build into something of genuine, business-bringing decoration.

The cost of decorating is merely nominal, the decorator's tools consisting of a hammer, saw, some nails, and a few boards and boxes, the paraphernalia being made up wholly of goods in stock, with such outside additions as may be considered appropriate.

Upon general principles, it is better to decorate in the store's line of business. The dressed window should illustrate the trade of the store. It should be the mirror of the seasons, and an object lesson of the styles, instructive, as well as beautiful to the eye.

Decoration should be with abundance of light, for light is a part of it. The light should not glare in the faces of the lookers-on, for the dressed window is substantially a scene upon a stage, with foot-lights, side-lights, and top-lights. A row of gas lights at the bottom of the window, properly screened from the outside, and placed close to the glass, acts as foot-lights, and keeps the frost from collecting on the window pane.

The incandescent electric light is by far the best for illuminating purposes. Its light is clear and strong, and there is absolutely no danger from it. The electric light can be placed in any position, among inflammable material, and can throw the rays of any color freely, from anywhere.

The one great law of window decoration is, "Do not mix decorative styles." Illustrate one thing at a time, and only one. Do not show in the same window shoes, stockings, underwear, and hats. If your exhibit be of hats, then have all hats; if of shoes, all shoes; if of stockings, all stockings. Decide upon a certain line, and let that line fill the window, arranged in the most attractive form.

In stores where a variety of goods is kept, material for window displays can never fall short.

Streamers, banners, and shields, of bright colors, and happily blending, frequently can be used to advantage in illustrating some particular line of trade. The paraphernalia can be made up of goods in stock, and in this way a double exhibit can be presented, without the disadvantage of apparently two things at a time.

The mere piling of goods in the window can be done so as to produce a harmony of colors.

The building of pyramids, columns, houses, and innumerable other things, suitable for building purposes, attracts the attention of young people, and the young people bring their parents with them.

A bridge of calico is suggested, the bridge proper built of wood, the pieces of calico being so arranged that the frame work is invisible. On the same principle a fire-place can be constructed, and monuments, miniature representations of prominent buildings, churches, towers, exhibition buildings, state buildings, and the like.

The ladder is one of the handiest things upon which to hang decorations.

An arrangement of looking-glasses will often add to the effect.

Handkerchiefs make a good background, if the colors blend well, and can be built into pillars, arranged in cones, or an immense heap of handkerchiefs can be shown, draped loosely, to represent bulk, as characteristic of the size of the handkerchief business.

Dress goods offer almost every shade and color, and certainly limitless opportunities for artistic combinations in design, and the largest window, and all windows, can never contain the different arrangements easily possible in the leading lines of fabrics.

An evolution in stockings is suggested, exhibiting the infant's size, and continuing to the longest of the long, arranged so that the comparison will make a very striking effect.

One thing should never be forgotten in window decoration, and that is that the same kind of goods, in different grades, should not often be shown together, for such exhibition throws into strong relief the inferior quality of the lowest grade of goods, when the inferiority would not be prominent if shown by itself.

Collars and cuffs can be built into forms of elephants, and other animals. Bridges can be made of them, houses, towns, boats, and vessels.

Neckties can be arranged in poems of color, the different shades radiating like the glow of the rainbow.

Underwear can be shown on models, and otherwise. There is nothing particularly artistic about it, but it can be arranged to be, in a business-like way, striking and effective.

A scale of shoes, presenting the baby's up to the number twenty, if it can be obtained, will impress upon people the extent of the stock, and will give them an object lesson in feet.

Extra size rubbers, appropriately labelled, with more or less wit in the label, attract attention.

A pair of boots, said to be worn by Goliath, or some other remarkable man of size, if properly set off, will create newspaper comment, and pedestrians will not fail to give them full credit.

A fountain playing in the centre of the window, with gold fishes swimming in a bowl below, must attract a crowd.

The fountain and the surrounding scenery can be made up of general articles, arranged in a harmony of color, the fountain simply serving as an extra attraction.

The old idea of placing waterproof shoes in a tank of water, conventional as it may be, emphatically impresses the beholder with the water-resisting qualities of the shoes. The tank can be made more attractive by the addition of floating water-lilies and aquatic plants.

Automatic window features are novel, and can be made to be very attractive. A little steam engine costs but a few dollars, can be run with alcohol or gas, and may be made to keep a number of comical toys, or things of more serious character, in motion.

Why not build a lovers' walk in the window? Construct the miniature shrubbery of flowers and ferns; dress a handsome doll in handsome clothes; from behind the scene, start her along the walk, and when she has walked about half way, start a walking dude after her. Let the dude walk faster than the girl, and meet just as the two disappear from sight. They should disappear in concealing scenery, at the further end of the window, starting again at frequent intervals. Of course it will take machinery to do this, and a clerk must watch it, but it need not be an expensive clerk, and the show is well worth the cost.

Build a miniature armory of umbrellas.

Make a pipe organ of rolled goods.

The quality, style, and fit of clothing may be well shown upon draped figures, but do not have faces on the figures if you are going to make them unnatural and ghostly. Do not overpaint the faces. Have them natural, or do not have any faces at all. Some local artist can paint the faces to look like faces.

Do not allow the show figures to stand like dummies among a havoc of clothing. Seat some of them; arrange a street, or other scene, for a back ground; introduce trees and foliage; place them in apparent comfort, in representation of a well filled parlor or sitting-room group.

Frequently a crayon portrait or photograph of some prominent man or woman, placed in a window and properly decorated, attracts attention, and the attention is likely to be carried from the picture to the goods around it.

The grocery store has abundant opportunity for practical display. Letters can be made of grain. Pyramids, houses, and other attractive features may be built of tomato cans. An exhibition of hams need not be unattractive; in fact, almost anything can be displayed, but don't mix the class of articles. Have only one particular kind in a window at a time.

Why not build a well equipped kitchen in the window. A colored glass lantern in the cooking stove closely resembles a fire, and a heating lamp under the tea-kettle will produce a cheerful stream of steam.

The old griddle-cake idea may be conventional, but it attracts people just the same.

A good looking girl, dressed like a Quakeress, making molasses candy, or serving tea or coffee, or doing anything else, will attract a crowd of buyers.

No matter what one's business may be, the working feature will attract a larger crowd, and hold a crowd longer, and bring more business, than all other methods of window dressing combined.

People are interested in how common things are made.

The crowd never thins around the window where an old man is mending shoes.

The potter's wheel, in the hands of an experienced potter, plying his trade in the window, so as to be easily seen from the street, will keep people around the store all of the time.

The old-fashioned spinning-wheel, with an old-fashioned girl manipulating it, is an object lesson in contrast with the lightning looms of today.

If it is possible to manufacture, or do anything, in your line of business, and you can do it in the window, do it, by all means, and keep at it, until it becomes monotonous, and then try something else.

Keep changing working displays, and have just as many of them as possible.

The old idea of Santa Claus, during the holidays, may be as ancient as the hills, but children like Santa Claus, and mothers appreciate their enthusiasm.

Christmas toys in the windows always attract people, because no one is beyond the influence of the good-will of Christmas time.

Build a parlor in your window, if you sell furniture. Place a placard there stating "All this for $175." If you don't sell furniture or carpets, build a parlor, and place in it some particular line of goods you sell, and call attention to it by a placard.

It doesn't make any particular difference what you illustrate in your window, provided you illustrate something interesting, and you can legitimately work into that something the line of goods you sell.

A boy standing in a window and everlastingly shaking down a coalless stove, that he may illustrate the ease of turning the grate crank, will make people stop to look at the stove.

Action is everything, and action in window display, to attract people, is worth a dozen times more than inaction.

Good as a dummy may be, and artistical as a model may be, there is no life and action in them. Movement always attracts a crowd, and when that movement is concentrated in your window, and illustrating something you sell, the passers by are yours, every one of them.

If the merchant will encourage some one of his clerks, by financial appreciation, to study window dressing carefully, and will give him full scope, and insist upon simplicity, and the one-thing-at-a-time idea, positively refusing to have a conglomeration of his goods placed in the window, the generally wasted space of the show windows of the country will present to the merchants free advertising, of standard quality.

Inside the Store

" The inside and outside make both sides "

THE same general suggestions on window dressing and decoration apply as forcibly to interior display and arrangement.

A well dressed window should be properly flanked by a well arranged store interior.

Nothing creates more unfavorable comment, and causes more depression upon the buying propensities of any customer, than to gaze into a magnificently arranged window, and then to enter a dark, gloomy store, with goods apparently arranged in the most unbecoming positions.

It has been said, with truth, that the outside appearance of almost everything has as much to do with its sale as its true intrinsic value.

In buying, nowadays, appearance is not necessarily everything, but it has a great deal to do with the consummation of trade. A customer looking for a chair, or anything else, and finding that chair in an uninviting position, surrounded by nothing of eye-pleasing character, may buy the chair, but he is more likely to purchase it somewhere else, where the chair has a proper setting.

The old-fashioned idea that goods sell upon their merits, and that merit alone is essential, has grown mouldy in its disuse. Intrinsic value and sterling merit must exist, but upon them does not depend wholly the burden of sale.

No matter how good a thing you may have, its selling quality depends upon your ability to make people accept its value.

The finest piece of anything, believed to be a great deal poorer than it is, will sell for a low price, when it would sell for its full value if properly displayed.

It is essential that the goods be well handled, and arranged as well inside of the store as in the window. The same talent which makes the window dresser successful must be applied to the arrangement of everything within the store.

It makes no difference what the article is, it can be presented so that it may show to advantage, and if it does not show to advantage, it handicaps itself in disposing of itself.

Harmony of color in dress goods, and other lines of fabrics, is essential.

While true artisticness is to be fostered, there is such a thing as producing too æsthetic a combination for the common people. In certain districts people prefer staring colors and bright combinations, and if they desire such combinations, give them to them. There is no necessity of descending to vulgarity in art, but there is necessity of so guiding art that people will appreciate it.

The same rule which governs the musical selections of the popular band, playing what the people want, and nothing else, must be carried inside the store.

Be careful not to show poor goods of a certain class close to better goods of the same class, if the contrast is going to make prominent the defects of the poorer grade of goods. A fifteen cent handkerchief may look well by itself, but place it beside a thirty cent handkerchief, and all of its inferior quality is thrown into the boldest relief.

It is always advisable to arrange samples of goods for sale in such positions that they will not be handled or depleted by being used for sales, that is, if you have on your stocking counter a certain kind of stocking, arrange these stockings in some position where they will show to advantage, but do not sell stockings from that group of stockings. Sell them from a box in front of you, or back of the counter, or somewhere else.

Interior store arrangement demands that there be three ways of arranging goods: first, for exhibition purposes; second, for the same as the first, with the additional advantage of being close enough for examination; third, a respectable arrangement of the stock from which sales are to be made.

The finest carpet may not show to advantage in a certain light. Have the right light, or don't show that carpet. A rug may look better in some one position in the store, than somewhere else; have it in that position.

A diamond ring depends as much upon the light it receives, as the light it flashes, for its brilliancy.

A watch, hung by a string in a window, does not look half as well as it does in a plush lined case, or resting upon some other appropriate receptacle.

A bedstead, taken apart and crowded up against a wall, is worth twenty-five per cent. less in the buyer's eye than the same thing ready for use.

You must please the buyer's eye.

There is many a bookcase which appears to better advantage six feet away than it does close by, and it is frequently packed in an aisle three feet wide, when it should stand by itself.

It is much better to show a small stock, and show that stock well, and pack the rest of the stock in the storage rooms, than to attempt to crowd the warerooms with everything, each thing handicapping all others.

The average business man, or the average clerk, has not the slightest idea of interior decoration. He does not know how to arrange interior things.

It is the business man's business to find some one among his employees, or to import some outsider, if necessary, who understands harmony of arrangement, and who knows how to make everything in the store show to the best advantage. Such a man is invaluable, and must be financially appreciated.

Employer and Employee

"We lean on one another"

IT is not purposed to discuss capital and labor — the two vexed problems of human economy, which never have been settled, and very likely will not be settled, until business assumes a millennial policy, and strides beyond the pale of advertising.

The shop girl, and the hand worker, in the mill, or the mechanical department of any establishment, are not directly connected with buying and selling, and therefore their relationship to their employers, and the relationship of the employer to them, cannot be considered in a book of this character, which must confine itself entirely to that part of business inside, in full view of business outside.

No matter what one may manufacture or sell, at wholesale or retail, the goods must reach the public through the medium of a line of middlemen, ending in the salesman who meets the consuming purchaser.

There are so few goods sold directly by advertising, without the intervention of the middle man, that there is no necessity of considering this feeble branch of business.

The saleswomen and salesmen directly handle the sales of the majority of everything sold. The consumer does not know anything about the manufacturer, hardly knows where the factory is located, and cares less.

By national or local advertising the consumer is made to inquire at a store for that which he desires. This inquiry he makes of the saleswoman or salesman, and is by her or him shown the article on sale.

At this stage, consummation of trade depends upon four distinct conditions: first, the quality and effectiveness of advertising; second, the

appearance of the goods when presented; third, the desire of the purchaser to purchase; fourth, the ability of the salesman to promote trade.

If goods would sell without salesmen, the nickel-in-the-slot idea would permeate retail business. There would be simply sample counters, and customers would do their own waiting upon, ordering their goods by memoranda, to be shipped from the shipping rooms.

Outside of absolute necessities, which one must purchase, whether he will or not, over seventy-five per cent. of sales are consummated through the personal magnetism and ability of salesmen. Not that the majority of these goods would not be sold if the salesman in a particular store was insulting, but that store would not sell the goods; therefore the salesman becomes the last link in the chain of selling, as important a link as any of the other links.

The relation between the employer and salesman should be frank and cordial. It need not ascend to intimacy, for the salesman has no more inclination to associate socially with his employer, than has his employer a desire to meet his salesman upon the same social platform. Liberality and cordiality do not necessarily include intimacy.

The salesman who has not respect for his employer had better find some other position, for his own benefit, and for the benefit of the one he works for. The employer who cannot command this respect had better retire, to allow some better man to superintend his business.

There is a line drawn between employer and employee, never to be crossed, but that line is one of discipline, not of unwillingness. The employee should feel that the kindly eyes of his employer are constantly upon him, that if he does his duty he will be appreciated, and if he does more than his duty he will be more appreciated; that it is an object to him to sell goods, and to be on the most friendly terms, in a business way, with every one of his customers.

The utmost politeness, without descending to silliness, is essential in every salesman. Hard as it may be, for all salesmen are human, the salesman must not show his impatience. The customer may be a bore — the majority of customers are — he may be exacting, and demand privileges to which he has no right, but the salesman is obliged to bear this annoyance without an outward murmur, and to preserve his apparent politeness

and businesslike bearing, though he may be boiling with inward indignation. He is there to sell goods; it is an object for him to sell; he is hired for that purpose, and he must do his best, bearing up under any annoyance, for the annoyances he stands behind the counter are nothing compared with the worry and anxiety of the business man, who is obliged to buy goods at prices which will enable him to sell them with sufficient profit to support himself and all those who work for him.

The employer should see to it that every employee understands, more than in a general way, the goods which he is handling. The employee who knows how silk is woven, and the process of making cotton cloth, can sell these goods better than can the man who knows nothing, except what he sees from the outside.

The employee should be encouraged to gain technical information. The employer should go to additional expense that his employees may understand these things. If his store be large enough, he might open an evening school of instruction; if it be small, he might give this information to his employees in book form. Let it be an object in his establishment for his employees to know something outside of routine duties, and let that knowledge be appreciated.

The employer who expects to get thirty dollar men for twenty dollars a week, and twenty dollar men for ten dollars a week, may, on account of the emergencies of the times, procure such assistance, but he can never hold them longer than the times admit, for a good salesman can generally obtain his price, and will obtain it somewhere, if he cannot from his present engagement.

The employer who expects his clerks to work well, and to be enthusiastic in his interest, with less than an hour for lunch, and no half holidays, and few whole holidays, simply expects enthusiasm where enthusiasm cannot thrive. The well clerk, treated well, and feeling well, will sell more goods than the dyspeptic clerk, who eats a hurried lunch, and a dinner late in the evening, because his employer reckons value by the number of working hours, not by the product of labor.

The great movement of Saturday half holidays will sweep the business world. The Scottish idea of five days for labor, one day for recreation, and one day for God, may never become general in this progressive country, but the coming of half holidays, in every line of business, whole-

sale and retail, the business man cannot successfully combat. It is coming, and the progressive business man accepts it before it becomes universal, and gains credit for his liberality.

The popular idea of keeping open retail stores, in small places, nearly every evening of the week, is frequently unavoidable, but there is no necessity of the entire force working from half past seven in the morning until ten at night. Let one or another drop off occasionally. Have a set scale of off-time, so that all can have an equal opportunity for rest and recreation, without interfering with the general business.

The business man deserves no particular credit for this liberality. It is business policy. He depends upon his clerks for business; without his clerks he could not do business; it is simply a question of apparently extreme liberality, and enthusiastic work, or hard, rigid rules, long hours, no enthusiasm, and regulation services.

Let the salesman remember one thing, that he is a vital factor in the business. Let his employer so respect him, and show that respect, so that the salesman may be willing to earn every dollar he is paid, and more too.

Introduce civil service reform. Ninety per cent. of the insolent salesmen, and overbearing saleswomen, would be counter models, if properly educated by their employers, and treated with the same respect by those above them that it is demanded they show customers in front of the counter. Discipline must be preserved; heads of departments must be respected; quibbling is not justifiable; but let every employee feel that he can bring every grievance, personal or otherwise, to the willing ear of the head of his department, and that he can appeal from that decision to a higher head, even to the man who owns all of the business.

There is blame on both sides, more blame, generally, upon the part of the customer than upon the part of the salesman, but the store must have the customer's money. It desires the customer more than the customer desires the store, for the customer can go elsewhere to buy the same thing, and the customer will go, no matter how ignorant and overbearing he may be, to the store which will stand his insolence, and the money of the insolent and ignorant person will buy just as much, in any market, as the cash of a Chesterfield.

Selling

"To sell or not to sell"

THERE is nothing new in the substance of this chapter. Substantially all that is in it has been given in other parts of this book, and has been propounded from every business platform, and discussed in the business books of the world.

The climax of all trade, the one great object in everlasting view, guiding the right direction of every preliminary part of business, is the grand totality finish of business, that part of all parts vitally essential — that of selling.

The bold statement is made that advertising never has sold goods, and never will sell goods. The man who expects his advertising to directly bring him business will be out of business. Advertising has nothing more to do with the direct selling of goods than has the shirt on the back of the office boy, or the polish on the top of the counter. Advertising is simply one link of the five-linked chain of business, necessary because it must connect the other links, and because it has direct strength in itself.

Advertising acts as a master of ceremonies, a legitimate introducer, always alive, and always ready to introduce a customer to the goods, and to assist the salesman in connecting the goods with the customer.

It is the salesman who is the direct means of all sales.

It is true that the advertising of cheap chromos, and fraudulent watches, and other articles of no particular use to anybody, has been known to bring direct moneyed sales, but the sales are of a transient character, as transient as the success of the men who handle them.

It is presumed that every reader of this book is a business man, who

builds business for the present, and for the future; who considers the money he is going to make as worthy of his consideration as the money he is making; who believes that, "sufficient unto the day is the profit thereof," is not the logic of business; who is striving more for to-morrow's sales than for the sales of today. That kind of man simply balances every department in his business to the equipoise of successful nicety. He assumes that advertising will do certain work, and only that work; that the quality of the goods is an essential to trade; that the seasonableness of the goods, the way they are presented, the location of the store, all surmounted with the fact that he is able to get more for them than he paid for them, are what make profitable business. He then turns to his salesman, and expects the salesman to sum up all the other trade-essentials, and force from the pocketbook of the customer the money to pay for the goods, to run business, and to make profit.

Ninety per cent. of unsuccessful business, today, owes its failure wholly to the inability of the salesman, whether the salesman be the proprietor himself, or an under clerk.

Too much attention has never been given to the quality of salesmanship, and too much attention never will be given to it.

All the advertising of the world, and all the quality of perfection, will never sell carpets in any particular store, unless there be salesmen to show the carpets, and to speak of their good points, and so impress the possible buyer with the necessity of buying that he will buy, and buy of that store.

One great essential in selling is quality of salesmanship. An ignorant, poorly dressed, dirty collared, and unbrushed sort of a salesman cannot be expected to sell white satin.

The principal selling suggestion is in the proper selection of salesmen and saleswomen for their particular work.

The merchant who can regulate his salesmen, who can teach them that which they don't know, and can keep them from doing that which they ought not to do, is the merchant who will succeed anywhere, selling anything.

As the diamond is apparently valueless in the rough, and demands the most careful setting for the display of its brilliancy, so do goods demand every possible setting, and every arrangement, including the ability of the salesmen, to bring out their qualities.

A nickel plated stove, upon a concreted cellar floor, with no light on it, and no light around it, cluttered with old cloths and pieces of scrap iron, will not sell for one half of its value, when it may be made to sell for more than its value if placed upon a handsome piece of zinc, on top of a brilliant Brussels carpet, surrounded with all the dazzle of well arranged lights, and presided over by a salesman, or saleswoman, who knows what he or she is talking about, and particularly about stoves.

The lowest quality of goods requires the best setting, that the goods may be sold.

It is said that the poorest brands of cigars have the handsomest labels on their boxes. If this be true, it is only good business judgment.

A poor thing must be well set, but there is certainly no reason why a good thing should not be as well set, for setting costs comparatively little, and the extra profit from such setting pays its cost many times over.

Furniture cannot be sold in bare warerooms. The commonest piece of furniture can be made to look well if properly surrounded.

The majority of buyers are buyers of fancy. They know their desire — a chair or something else — but it is their fancy which decides them upon any particular chair.

The æsthetic, the artistic, or any other unbusinesslike mood is that which controls ninety per cent. of the retail sales of today.

The successful salesman is the one who understands his customer well enough to build around the article for sale that which will work upon the customer's present feeling.

There is no dishonesty in telling all the good you can about a thing if the thing will substantiate it. It is just as dishonest, so far as business logic is concerned, to underestimate an article as it is to overestimate and over-represent it.

Advertising simply suggests to folks that they buy a certain thing, or that they come to look at it. Beyond that, the advertising does nothing; it does a vast deal in doing that. Then, everything depends upon the way the article is presented, and the ability of the salesman.

There is nothing, from cork shoes to hay racks, which cannot be surrounded with something appropriate and pleasing to the eye, to throw into the strongest relief the quality of the article for sale.

A well known literary man once said that he would rather have fifteen

cents' worth of napkin and five cents' worth of sandwich, than five cents' worth of napkin and fifteen cents' worth of sandwich; that is, he would rather have common stuff well served than the best viands indifferently served.

Many a man without an appetite has crossed the threshold of a well set dining-hall, and had his appetite come to him with a bound. Was it the viands? No. It was the arrangement of the table, the little garnishing, or the sticks of celery, the disposal of the napkins, the color of the glasses, and other things to work upon his capacity for appetite, and regenerate it.

The hard-souled business man may say that the laws of business are "Yea, yea, and nay, nay;" that things are run in conventional ruts. He is mistaken. Outside of definite necessities, people buy by spontaneous inclination, and even necessities they purchase of the store which treats them better than the other store.

The dealer is always under more obligations to the customer than the customer is to him, and he should appreciate his customer.

There isn't a store in the land with a monopoly of anything, that is, which sells something which people are obliged to buy, because they cannot buy it, by itself, or by substitution, somewhere else. Competition makes monopoly impossible, and the world over, the man who treats his customers well, who appreciates their trade, who does everything within his power to please every customer, whether he be large or small, who especially caters to women, and arranges everything in his store after their idea of good taste, is the man who does business, and always will do business.

Holiday Advertising

"Good will to all, to business too; the old year wanes amid the rush of trade"



LL the world's on foot.

Crowds surge in and out of the doors, and jostle each other on the street.

A jingling stream of money is connecting buyer and seller.

Good will towards men, good will towards business, good will towards everybody and everything.

In every home in the land, everybody, from the eight to the eighty year old, is trying to solve the annual riddle, "What shall I buy for Christmas?"

Everybody is buying, everybody wants to buy, and everybody is encouraging everybody else to buy.

St. Nicholas is the trade-mark of business; he is stamped on every article of trade, in every column of the newspaper, and is reflected upon every face.

At no other season of the year is there such opportunity for advertising, in all of its forms of quality, quantity, and originality.

While the proportionate increase of trade is with the toy shops, the fancy goods stores, and those stores which particularly cater to the holidays, there are very few lines of business unreached by the Christmas-tide.

The unromantic coal, the non-poetic wash-tub, the unintellectual boot, the cooking stove, the umbrella, are not without the holiday glitter. The necessities of life, with the conveniences, are sought for, and the limited-pocket book, the most influenced by advertising, empties itself upon the counters of the stores which are assumed to be without the holiday fold.

Everything can be made to appear as holiday goods.

Encourage the giving of gifts; it is right and proper; it is business.

Announce presents suitable for the poor.

The international heart and pocket-book are open to the unfortunate.

Suggest a ton of coal, a barrel of flour, a bag of meal, a warm coat, a pair of shoes.

Be philanthropic. Advertise philanthropy.

Announce that necessities to be given to the poor are sold at a discount. Make the discount as big as the heart. It will pay to do it from business policy alone. Deception on the part of the buyer is improbable. Few, very few, when the ground is covered with Christmas snow, will claim the charity discount for gifts to the needy, unless the claim be genuine, and one can afford to lose once or twice for the benefit of the many, himself included.

The advertising columns of the newspaper are studied as is the dictionary.

Fortunate is the advertiser who makes his advertisement a kindergarten primer which answers the pertinent question of "what to buy?"

Head the advertisement, "Christmas Suggestion No. 1," and continue the enumeration. Under each place some specific article, which will aid the purchaser in his selection.

Throw to the winds the conventional style of advertising. Give each announcement the characteristic glow of welcoming light.

Have the windows and counters full of fresh and inviting goods.

Illuminate the sidewalk.

Make the store a blaze of light.

Do not forget that printer's ink will carry the Christmas tidings into every nook and corner of the town, and the towns about.

Remember the little folks, and in thinking of them, forget not that the father and mother are interested; that the young man has a sweetheart, or ought to have; that the young woman has a lover, or wants one.

Change the advertisement as often as the paper may be issued.

Announce gifts for all ages, one age at a time.

Begin the holiday advertising six weeks before Christmas. Appeal to every class of society, age, and size of pocket-book, several times before the close of the holidays.

Give away Christmas cards. Present customers with other novelties.

If the store sell toys, or other articles which delight the children, dust Santa Claus, or build a new one. Have him in the store or on the street; have him in both places. He is as old as the hills, but his visits are perennial, and, except in looks, he has the freshness of youth.

Trade slacks after the holidays, and the advertising should return to its normal size. Do not stop it. There are lots of goods sold after the holidays, and the progressive advertiser gets the bulk of it.

There is no season in the year more profitable than after holidays for clearing out stock.

Thousands of people wait until after Christmas for buying the luxuries and necessities which appeared to them to be too high priced during the holidays.

Outdoor Advertising

" That he who runs may read "

ADVERTISING may be classified into four distinct branches ; indoor advertising, pertaining to signs and cheap advertising novelties, hung up, or used, within doors ; periodical advertising, including all advertisements appearing in regular publications ; printed matter, comprising circulars and the general product of the commercial printing-press ; outdoor advertising, including posters, signs, advertising on fences, sides of barns, and other buildings, painting upon rocks, and everything else, painted, pasted, tacked, or otherwise fastened or hung up, or leaned against anything, outdoors.

Posters are included under two classifications, because they are used indoors as well as outdoors, but as the majority of posters are for outdoor use, they may be well considered here.

It is suggested that the chapter on " Signs " be read in connection with this chapter, as the two are somewhat analogous.

The poster idea comprises the foundation of outdoor advertising.

Posters, or bill-boards, pasted upon fences, old buildings, or on stands especially erected for them, present the universal method of outdoor advertising.

Posters can be of any size, generally the larger the better.

Poster printers reckon the size of posters on the basis of sheets, that is, that a poster consists of one, two, three, or more sheets, the usual poster comprising three sheets. These sheets refer to pieces of paper, measuring 36 inches in width, by 24 inches in depth. Paper larger than this is seldom used, the printer adding another sheet if it is desirable to increase the size of the poster.

A good bill poster gauges these sheets so close together in pasting, that they have the appearance of being one sheet.

The majority of theatrical posters are of three sheets, although many are as large as circus posters, but in that case they are made up of sheets pasted together side by side, as well as at top and bottom.

Posters are used to announce specific attractions, like theatrical entertainments, fairs, operas, circuses, excursions, changes of time, railroad announcements, and anything else of definite character. They are also employed for local advertising purposes, containing, substantially, the same matter as a brief newspaper advertisement.

The lettering upon any poster must be sufficiently large to be read at a distance of not less than six feet, and it is generally advisable to have it large enough to be seen twenty-five feet away.

A poster should have at least one prominent heading. It should never have more than three strong headings. One is better than two, and two generally preferable to three. The balance of the poster should be in letters not much smaller than one sixth the size of the heading type, although it is allowable to use smaller type for lengthy descriptive matter, when it cannot be avoided, the headings of the poster being sufficiently large to attract attention to the poster, and to suggest that the reader draw near, to read the whole of it.

Posters may be of one color, or of any number of colors.

The plain black and white poster, although not pretty, has business in it, if the type be large enough, and it is rightly written. No one can help seeing a poster if the poster is placed where it can be seen, or avoid reading it if it contain matter so brief that one must absorb it as he passes by.

Poster advertising is used by the best advertisers. Theatrical companies cannot get along without it. Patent medicine houses use it very largely, and soap manufacturers, and other large national advertisers, simply bill the entire United States, pasting their posters on everything available.

Illustrations are frequently advisable in poster advertising, but the illustrations should be strong, and not contain too fine lines. A poster must be something like scenery upon the stage, although it may not contain color and realistic effects, but it must be of a character to be appreciated at a distance better than near to.

Lithography is used in poster printing, and although expensive, produces a very effective poster, and it is always advisable to consider color work in connection with black and white, although black and white, for poster work, if the wording be strong, may be as effective.

Sign-board advertising, that is, little signs reading "Five Miles to Brown's Clothing House," is an old and thoroughly conventional, yet by no means ineffective, method of outdoor advertising. These signs should not be nearer than half a mile from each other, and the distance specified upon them must be geographically correct.

Little iron, or wooden, signs, nailed upon fences and other conspicuous places, are liable to be worth a great deal more than they cost. Lettering upon such signs should be in the extreme of brevity, like "Brown's Stoves Bake," "Jones' Hats Wear," "Dunton's Pants Last," "Brown's Rubbers Cannot Leak," and other brief expressions. The lines must be strong, even at a sacrifice of extreme refinement, if they do not approach vulgarity.

Advertising signs and posters along the railway are conspicuous, and if they be rightly located are of positive value. They must be large, and never placed nearer the track than fifty feet, unless they are put up in close proximity to the depot. The letters must be of immense size, and the designs, or illustrations, if any, should be sufficiently clear to be readily absorbed by the passenger on the train flying by. These signs may be painted upon the fences, if the fences are fifty feet from the track, or they may be painted upon barns, or sheds, or on large board frames erected in fields adjoining the track.

Advertising along the railroad has the distinction of being permanent, and good position does not cost as much as the same size of space would cost, if the advertising were put up in a large city.

On, or near, a bridge is a good place to nail advertising signs. If the bridge advertising sign be of local character, whenever possible, place it upon the right hand side of the road, going towards town, so that it may be easily seen by occupants of carriages as they move townward.

Advertising signs can be made of pine boards, cut into desirable shapes, the advertising to be printed upon them with a printing-press, or with a stencil, but stencil printing is too cheap in appearance to be effective.

If these wooden signs be ordered in quantities of one hundred or more,

at a time, it is cheaper to have them printed by some printer who is fitted with a strong printing-press for this purpose, and dares to risk upon it electrotypes heavy enough to do the work. If the local printer will not do it, send it to some large city printing-house.

The general plan of indoor signs, where the extreme of art can be used, hardly applies to outdoor advertising, for the higher quality of signs will not stand the weather. Imitation gold tarnishes, and gold leaf costs too much.

The copper tea-kettle, the stuffed bear, the tobacco Indian, the wheel, the trunk, the clock, and any staple article of trade, placed by the door, or over it, is unobjectionable, not undignified, and of positive value in locating the business.

Stereopticon advertising was novel once, but is not novel today, for its frequent use has condemned it to conventional advertising. If the advertiser has confidence in the company running the stereopticon, and knows that his advertisement will be displayed as often as he contracted for, and during the time when the streets are full of people, and the price is not exorbitant, it is well for him to consider this method of local advertising, but the national advertiser has no business in it.

Flyers, and small circulars, printed upon paper, and other matter of that class, are discussed in the chapter entitled "Desultory Advertising," and need not be considered here.

The old fashioned sandwich method of advertising, that is, a man with big show-boards hanging from his shoulders, largely used by corn doctors and ticket scalpers, is not to be indiscriminately recommended. Cheap restaurants may find this method successful. Possibly it is.

The alphabetical procession, consisting of as many men as there are letters in the article advertised, each man carrying a sign upon which is printed one of the letters, the men marching in single file, near enough together that the word may be easily spelled out, is a somewhat new and effective method of advertising.

The sign-bearing men should not look like tramps; they should dress neatly, or they should not be employed. The advertiser had better give them old pairs of trousers than to send them out in rags and tatters.

Delivery wagons present a source of outdoor advertising. The words "Fine Teas and Coffees," are simply allowed to fill what would be a

vacant space upon the wagon, and if handsomely printed, do no harm, and are certainly unobjectionable, but this can hardly be considered profitable advertising.

It is better to have a fine painting upon the wagon, or something else than conventional words. The line "Brown Brothers. Dry Goods. Delivery Wagon No. 1, 2, 3, or 4," well painted upon a finely finished wagon, can do much to impress people with the extent of the business.

Some lines of trade can, in good taste, drive the most elaborately decorated wagon, of special mechanical design, elegantly painted and finished. The harness can be showy, and even the horse blankets can be used for advertising purposes.

The mechanical construction of the body of the wagon can be made to represent the business, like a huge trunk, an immense shoe, an office desk, a large soap box — all on wheels. Any carriage manufacturer can build these forms of wagons, and a little ingenuity will allow room for carrying purposes.

Large clocks upon posts, or hanging from brackets, aid in locating a store, and are a great convenience, generally appreciated by the public.

A thermometer, or barometer, if it be a correct one, placed near the entrance, will attract public attention.

The outdoor electric light is a mark of enterprise; in fact, few retail concerns, nowadays, can get along without it. Better have too much light than not enough.

Store signs, that is, signs bearing the firm name and business, placed above the door, on the windows, by the side of the store, or anywhere else in the building, may be considered outdoor advertising.

The conventional plan of gold-leaf upon rough black, is by far the richest and most effective method of this class of sign painting, and is generally used by the old and largest houses.

Bent signs, placed at entrance corners, can be made in the same way, or black or other colored lettering upon any color of metal, will look, perhaps, as richly.

Gold, properly shaded, is preferable for signs on glass, and is generally used.

If the concern is of strong character, and of a prominent business, it had better not cover its building with signs. The old idea of A. T.

Stewart, of never putting a sign on his building, claiming that the people will find a good thing, had all the advantage of being unique, and although it is not to be recommended, has in it a principle of sign advertising not to be forgotten. The business house should have a sign, but that sign should be modest, large enough to be seen, so that the store may be located, and generally the business should accompany the firm name. Certain concerns like tea houses, retail furnishing establishments, and other lines of business, pursue flashy methods of advertising, and find it beneficial to cover the building with red, white, and blue, and other colored signs, using every available space for advertising purposes. This is beneficial in certain lines, and in those is to be recommended, but the location of the business, as a general thing, is not the place for heavy sign advertising, the business sign being simply a guide post, like the card hung on a railroad car, strong advertising being used outside, to gather in the people.

The making of signs, posters, and everything else pertaining to outdoor advertising, should be placed in the hands of some one who understands the business. The average printer cannot print a poster, and even if he can, he must charge a great deal more for it than will the regular poster printer.

In nearly every large city there are professional poster printers. The majority of country printers can get out small editions of posters.

In most towns there are regular bill posters, and these men should always be employed for the pasting.

National advertisers should place all of their outdoor advertising in the hands of professionals who cover the country. There are comparatively few concerns like this, but it enables the advertiser to safely place his poster work, and other outdoor signs, entirely in the hands of trusted men, who can produce them at a very large discount from the price the advertiser himself would be obliged to pay, together with the cost of sending special representatives, from town to town, all over the country.

"HOTE'S" BRUSH Advertising

OF A NATIONAL REPUTATION.

● ● ● ●

"HOTE" paints more **Bulletin, Wall, Barn, and Fence Advertising Signs** than any concern in the world.

"HOTE'S" **annual business** exceeds half a million dollars.
advertising service comprises upwards of **200 expert sign artists** and **route couriers.**

● ● ● ●

SIGNS UP ALL CREATION along with all Sections, Districts, Cities, and Towns of the UNITED STATES and CANADA.

When you want to paint your NAME UP,
When you want HONEST SERVICE,
When you want to get there QUICK, send for

"HOTE" C. S. HOUGHTALING, "HOTE"
VETERAN

CONTRACTOR to the ADVERTISING KINGS of AMERICA.

● ● ● ●

"Hote's" National Advertising Service,

74 & 76 Madison St., CHICAGO, ILL.

3 Park Place, NEW YORK CITY.

Signs

" They point the way to business "

THE catalogue of signs is as massive as the directory of trade. Signs, in variety, size, and character are numberless.

Samples of sign making are not shown here, because the entire book, and even were it one hundred times its present size, with pages as large as a floor, could not cover this department of successful advertising.

The chapter of " Outdoors," treats of outdoor signs and poster printing, and the chapters on " Advertising Novelties " and " Street Car Advertising," should be read in connection with this chapter.

The two principal criticisms justifiable in the majority of indoor sign making, apply to the custom of overcrowding signs with lettering, and of making signs too elaborate in artistic design to be appreciated.

With the exception of the little signs which occupy positions upon the drug store counter, the majority of indoor signs are to be hung up at a distance of from three to one hundred feet from the customer. They are frequently suspended behind the counter, at a height too far removed from the gaze for one to follow the æsthetic arrangement, and the fine lines of artistic design.

It is evident that an indoor sign is placed where it is, in order to call attention to some particular article — generally, an article for sale not far from where the sign appears, therefore, it is vital that the wording, and everything else about the sign, be of the plainest simplicity, as artistic as can be without crossing the lines of distinctness.

Generally, more than a few advertising words upon a sign allow each word to handicap all others.

The reading matter in Plate No. 1,

ANTI-NERVOUS

COFFEE

50 CENTS A POUND

Plate No. 1.

may be conventional, but it is striking, and no one can avoid seeing it. It tells its whole story, and stops. Every one is interested in coffee, and some people want anti-nervous coffee. The word "coffee" attracts attention anywhere. The word "anti-nervous" appeals to people who are nervous.

The matter in Plate No. 2, without heading, when set in the largest size of Roman type, may be read on account of its brevity: —

It bakes bread, and cake, and fries doughnuts, better than any other stove on earth. The Star Stove.

Plate No. 2.

The sign shown in Plate No. 2 is complete in itself. One cannot look at it without reading it.

Novelty sign makers are now producing every grade of signs, using heavy beveled cardboard, papier-mache, and other compositions — tin,

brass, iron, wood, and almost everything else, in the production of effective indoor signs.

Upon general principles, the more expensive a sign is, the more effective it is, provided it is not extreme in the elaborateness of its design.

Embossed work is particularly effective in this direction, provided the article embossed is not an elaborate one — something which will stand out by itself, having more identity in its outlines than in the designs of its interior. A water pitcher can be embossed, or a comb, but a picture of a furnace looks very little better embossed than plain, and a furnace picture has no right upon a sign, unless that sign be a large poster, or a lithograph, for it can not show to advantage in the space allotted to an ordinary indoor sign.

Various compositions can be pressed into almost any shape to represent buildings, cars, horses and carriages, and other things, and although very expensive, will produce signs of the strongest character.

Lithography is much utilized in sign making, and when used, it should be made up upon one, or both, of two distinct plans, the first being a design of striking character, the second, lettering of equally striking design. It is possible to combine the two, but it is not generally easy to do so. Too bold lettering will frequently spoil a design, the design itself should lead the eye to the lettering, yet too faint lettering frequently defeats the object of the sign itself.

An exquisite design in water colors, beautiful as it may be when seen closely, is not appropriate for a sign hung at a distance. The sign maker must find out where the sign is to be used, and then adapt the sign to its use.

The plan adopted by many advertisers of furnishing their agents, or retailers, with signs, illustrating some particular line of their manufacture, is a compliment to the retailer, and materially assists in selling.

The idea of presenting an agent with a sign, stating that he is agent for a certain line of goods, is nothing more than is due the agent, and will prevent the agent from putting up a disreputable sign, or no sign at all.

Porcelain letters, and letters with a black background, or mounted upon glass, are some of the effective methods of indoor sign production. These letters can be sent mounted, or they can be delivered loose, for the agent, or retailer, to put up himself.

It is questionable whether a sign reading "Drink Jones' Root Beer," or "Use John Smith's Needles," is as effective as it would be if the word "drink" in the one case, and "use" in the other, were omitted. It is fair to presume that the sign is intended to assist people in drinking this root beer, or using these needles, and there is no advantage in taking space for useless words.

A sign reading simply, "Jones' Appetizing Root Beer," has an argument in it, and if the sign be embellished with embossed work, or with a lithographic design, showing the foam on the beer, or something else of appropriate identity, it will attract immediate attention, and not offend the æsthetic taste.

There is no use issuing a picture of a needle, for an appropriate size needle is too small to be seen hardly a foot away.

Do not attempt to show a picture of anything, unless the picture will do it justice, and even though it may do it justice, do not show it if it cannot be large enough to be seen.

The majority of skates look alike. There is no particular advantage of putting a cut of a skate on a sign. Better use the space for some argument in favor of the skate, and if the sign be large enough, have somebody skating, with proper scenery, and as little lettering as possible.

A sign should not only contain an announcement, but it should present argument, and as much explanation as possible, but the argument anyway. By argument is intended to convey some direct statement favoring the article.

The conventional sign, reading "Jones' Ink Is Best," has advertising argument in it, because the word "best" is this sort of argument in itself, but it is generally inadvisable to use the word "best." It means a great deal in theory, but very little in practice, for every one has used that word until it is an over-roasted chestnut on the grate of advertising.

The picture of an umbrella, with the rain pouring upon it, held by a little child, because a little child does not take up much room, and is much more pleasing than a picture of a grown person, with a few words, reading "Harmless Rain," "How Dry I Am," or any other terse expression, will make an effective sign.

The old idea of two dogs, each with a sleeve of a shirt in his mouth, pulling with might and main, is a good one, for it shows the strength of the shirt, and the expressions upon the faces of the dogs can be made realistic.

Do not attempt over originality in signs. The majority of people are not familiar with signs. They have seen only a few designs. That which may be conventional to you, because you study signs, may be original to the majority of people, and the majority of people are the ones you are after. Better take an old idea from a good thing, than a poor idea from a new thing.

It is certainly advisable to make the sign proper in the form of some article of trade. For instance, a sign can represent a handkerchief, or a towel, or a shirt, or any other article which can be easily reproduced flat, and upon the article place appropriate lettering. If it be hung in the window, people will look at it, when the same lettering on a large piece of cardboard may not be studied.

Upon general principles, use color in sign making. Red should predominate. If you have fire in the sign, have plenty of fire, and just as red fire as you can get. If you have a sky, paint it in strong blue. Remember a sign is something like scenery upon a stage. It must look fairly well closely, and very well at a distance.

Place the sign in a favorable light. Many a sign looks well in one light, and can hardly be read in another.

Indoor signs are important factors in advertising. They must be appreciated for their real worth, and there are few wholesale houses which do not need some kind of sign.

One of the principal inducements offered by progressive manufacturers in the introduction of goods is the announcement that they will send a certain number of signs and other printed matter with every order.

While signs are to be used by the majority of advertisers, they do not take the place of periodical advertising. When used in conjunction with such advertising, they have a value impossible for them to have alone.

The connection between the advertisement in the national paper, or the local newspaper, and the sign in the store, locating the goods advertised, is the connection of positive business bringing.

Technics

" They speak a various language"

ASCENDING LETTERS.— Letters which reach upwards, as b, h, l, k, etc.

AUTHOR'S CORRECTIONS.— The corrections or changes made in proof by the author. If of considerable number they will be charged for by the time occupied in making them, generally at the rate of fifty cents an hour.

AUTHOR'S PROOF.— Proof sent to the writer.

BAD COPY.— Manuscript difficult to read. Write proper names with great care.

BASTARD TITLE.— A short, secondary title, preceding the general title of a work.

BASTARD TYPE.— Type which has a face larger or smaller than its regular body; as 7 point (Minion) size face on 8 point (Brevier) body, or 8 point size face on 7 point body.

BLANK LINE.— Space between two paragraphs, the depth of a line of the type in which the page is set.

BODY.— The metal which supports the face of a type.

BODY-TYPE.— That class of type generally used for the reading matter in newspapers and books.

BOOK PAPER.— One of the general terms given to paper of various size, quality, and finish, to distinguish it from common grades called newspaper. The standard size, and the one mostly used for books, is 25x38 inches. A half sheet is 19x25 inches.

BRASS RULE.— Strips of brass, type high, the face printing a straight line, or a double line, or various ornamental lines.

BREAK LINE.— A short line; the end of a paragraph.

CAPS.— Capital letters.

CHASE. - The iron frame which holds the type while being printed.

CLEAN PROOF.— Proof requiring few corrections.

CLOSE MATTER.— Matter containing but few break lines or blank lines, and having no leads between the lines.

COMPOSING STICK.— That in which type is set.

COMPOSITION.— The setting of type into words, and arranging them into lines, etc. Also a term applied to the material of which the inking rollers are made.

COPY.— A term applied to the manuscript, print, or design handed the printer.

CUT-IN LETTER.— A large letter set into body of page of type as an initial letter at beginning of first paragraph on a page.

CUTS.— The printer's term for all engravings used for illustrations.

DISPLAY.— The prominence given to certain words, in the body of a work by using heavier faced type. The arrangement of lines in various shapes and lengths, with different sizes and faces of type, as is customary in job work or advertisements.

DESCENDING LETTERS.— Letters which run downwards, as g, p, q, y.

DISTRIBUTING.— Returning each letter to its place in the case.

DUODECIMO.— Half a sheet of book paper (19x25 inches), folded into twelve leaves (twenty-four pages), makes a book called *Duodecimo*. 18*mo*., 18 leaves, 36 pages. 24*mo*., 24 leaves, 48 pages.

ELECTROTYPE.— A duplicate of type matter or engraving, made into a solid body. The surface of an electrotype is copper, under-filled with type metal.

EM.— The square of a type body. The cost of reading matter composition is reckoned on the basis of ems.

EN.— Half an em.

EVEN PAGE.— The even-numbered pages of a book, as pages 2, 4, 6, 8, 10, etc.

FAT.— Applies to leaded or other matter which is open and easy to set.

FOLIO.— Half sheet of book paper (19x25 inches), folded into two leaves (four pages), makes a book called *Folio*. Also applied to running number of pages in a book.

FOOT-NOTE.— Printed matter at the bottom of the page, usually set in small type, preceded by a reference mark, corresponding with a similar mark in the text.

FORM.— A page of type, or a series of pages, securely tightened in a chase, ready for the press or the electrotyper.

FOUL PROOF.— Proof full of very bad mistakes.

GALLEY.— An oblong movable tray, on which the type is deposited after it is set.

GALLEY PROOFS are generally the first proofs furnished in book or catalogue work.

GET IN.— Set words very close together.

GUARDS.— Slugs made the same height as type, used to place around forms of type, to form a flange, to protect the edges of the type, for stereotyping and electrotyping.

HALF SHEET.— Referring to book paper signifies a sheet 19x25 inches.

HALF-TITLE.— The title of a book or pamphlet, placed at upper portion of first page.

IMPOSING.— Arranging type matter for the press.

IMPRINT.— The publisher's or printer's name appended to the book, or other printing matter.

INDENTATION.— The space at the commencement of a paragraph.

JOB PRINTING.— Generally applied to small commercial work, as distinct from book or large catalogue printing.

JUSTIFYING.— Making all lines measure the same length, and with both ends even.

LEADED MATTER.— Type set with leads between the lines.

LEADERS.— Dots or hyphens placed at intervals, to guide the eye between two points.

LEADS.— Thin strips of metal cast to various thicknesses, for spacing between lines. The leads in common use are called *Six-to*-Pica; that is, six leads occupy the space of the depth of one Pica line, or thirty-six to the inch.

LEAN.— Type set close and solid.

LEAN TYPE.— Thin type.

LETTER PRESS.— Printing from movable types.

LIVE COPY.— Manuscript waiting to be set in type.

LOWER CASE.— Type case containing small letters, figures, etc. Also applied to small letters in general.

MATRIX.— The mould of a type.

MATTER.— *Live matter*, type set to be printed. *Standing matter*, type held to be used again. *Dead matter*, type to be distributed.

MODERN ROMAN.— Reading matter type, generally of slightly heavier face than Old Style Roman.

MS.— Manuscript.

OCTAVO.— Half sheet of book paper (19x 25 inches), folded in eight leaves (sixteen pages), makes a book called *Octavo*.

OLD STYLE ROMAN.— Reading matter type, generally of light or open face.

OPEN MATTER.— Matter with many paragraphs and wide spaces between the lines.

PATENT INSIDES, OR OUTSIDES.— Applied to that portion of some country newspapers which is printed at a central office.

PI.— Mixed up type.

PLATES.— Electrotypes, or stereotypes.

PRESS WORK.— Printing.

QUAD [Quadrat].— An en space or longer, used to fill out lines, and sometimes placed between words.

QUARTO.— Half sheet of book paper (19x 25 inches), folded into four leaves (eight pages), makes a book called *Quarto*.

REPRINT COPY.— Copy made up of printed matter.

REVISE.— Proof, after corrections have been made.

ROMAN TYPE.— Type used for reading matter.

RUNNING HEAD.— The title of the book, or chapter name, placed at the top of pages.

SIDE HEADS.—Words in small caps or full-face at the beginning of a paragraph.

SLUG.— A thick lead.

SMALL CAPS.— Small capital letters.

SOLID.— Type set without leads.

SPACES.— Blanks used between words.

STEREOTYPES.—Duplicates of type matter, cast in a solid body. Stereotypes are cast from inferior type metal, and are not nearly as durable as electrotypes.

STET.— When written opposite an erroneous correction in proof signifies that no attention is to be paid to that marked correction.

STICK.— Composing stick. Also applies to about two inches depth of set-up type.

TABLE WORK.— Matter made up mostly of figures and rules.

TOKEN.— Five hundred sheets printed on one side, or two hundred and fifty on both sides. Presswork is usually charged by the token.

TR.— Transpose.

UPPER CASE.— Type case containing capital and small capital letters, etc. Also applied to capital letters in general.

WRONG FONT.— The wrong size or style of letter for the size or style used in the matter.

One line drawn beneath words in copy signifies to be set in *Italics;* two lines, SMALL CAPITALS; three lines, CAPITALS.

A circle drawn around numerals in newspaper copy signifies to be spelled out in letters.

Keeping Accounts

" What's writ is writ "

THE object of this chapter is not to furnish advice and suggestion to experienced advertising book-keepers, who have either adopted some standard system, or have invented a thoroughly satisfactory system of their own.

The suggestions are presented for what they may be worth to the average business man, and non-professional advertising book-keeper, who have not, for the best of reason, given time to any definite system of advertising checking and book-keeping.

It has been said that it is more complicated work to keep an account of advertising than to handle any other branch of business book-keeping. The reason for this is that the majority of business men and book-keepers are not familiar with advertising, and with periodicals, and consequently are liable to make difficult work out of that which is quite simple if understood.

The book-keeper must consider advertising merchandise, and handle it the same as he handles pig-iron, entering the word advertising upon his ledger, and entering every payment which he makes, specifying for what payment is made, by giving the name of the publication, or the firm, the same as he would if he paid John Smith for office furniture, or for anything else.

It is generally advisable to make out checks, and to enter all periodical advertising, in the name of the publication, in preference to the name of the publisher. If a bill is received reading, " To John Smith & Co., Dr.," for advertising in the " *Smithville Times*," let the book-keeper make out his check to the *Smithville Times*, in preference to John Smith & Co.

Frequently it is necessary to refer to the advertising done in the *Smith-*

Plate No. 1.

Where Published.	Name of Publication.	How often Published.	Size of Advertisement.	Position.	How often to appear.	First adv. appeared.
Smithville, O.	*Herald.*	*Daily.*	*4 inches.*	*1st.*	*e. d.*	*Jan. 2.*

Advertisement appeared in following issues.

January.	February.	March.	April.	May.	June.
2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 16, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28, 30, 31.					

When advertisement does not appear according to contract, make a circle around the date.

ville Times, and the chances are the book-keeper will not recall that the *Smithville Times* is owned by John Smith & Co.

It is always advisable to index under the name of the town, in preference to the name of the publication, for if the advertiser be a considerable advertiser, he is liable to have on his books a number of *Heralds* and *Journals*, and other papers of similar names, when he would not be likely to have more than one *Smithville Herald* or *Johnstown Times*.

Every advertiser is entitled to a copy of the publication he advertises in, free of charge, unless his advertisement be of the smallest space. These publications should be received in the regular office mail, and looked over on the day of their receipt, and the publication immediately notified if the contract is not carried out to the letter.

It is advisable to immediately cut from the publication the advertisement, and paste it in some large scrap book, kept for the purpose, with the

Plate No. 1. (*Continued.*)

Whole No. of insertions contracted for.	Price per Insertion.	Total Amt. of Contract.	How Payable.	When Payable.	Last Paym't included Issue of	Last Payment was made.
260	*$2.00*	*$520.00*	*Cash.*	*m.*	*Jan. 31, '92*	*Feb. 2, '93*

Advertisement appeared in following issues.

July.	August.	September.	October.	November.	December.

When advertisement does not appear according to contract, make ring around date.

name of the publication, and the date of appearance of the advertisement, written therein.

The scrap book is of the utmost value if properly kept, because it can be used for constant reference, and always presents to the advertiser, the exact condition, and the quality of his advertising, and the articles he is advertising.

The entry of the advertising account, on the book-keeper's ledger, is the same as any other entry, and need not be discussed in this chapter.

Some stationers carry in regular stock, advertising checking books, which are more or less complicated, yet generally worth having.

In this chapter is presented an arrangement of an advertising checking book, in which the utmost simplicity is preserved, that there may be no misunderstanding in advance of, or after, the entry.

The book-keeper can easily take any ordinary blank book of large size,

and make up a checking book, or he can have it ruled and printed to order.

The simplest method of an advertising checking book is that presented by Plate No. 2. It represents, in a much reduced size, the page of a large manilla scrap book. The pages should be numbered, and the publications indexed.

The name of the publication, where it is published, how often published, the amount of space the advertiser uses, the position of the advertisement, how often it should appear, the number of times in all to complete the contract, the price per insertion, the terms of payment of the contract, and other information, should be written at the top of the page.

As each advertisement appears it should be pasted in, and the date upon which it appears written beneath.

When the bill is approved a line should be drawn a little beneath all of the approved dates, and when payment is made, the date of the payment and the amount should be written between the checking dates and the line.

If the advertisement be too large for an ordinary scrap book, then a larger scrap book must be made, or the advertisements can be separately numbered and filed, the checking scrap book giving the numbers, instead of showing the advertisements. The majority of advertisements can be easily placed in an ordinary scrap book.

If there be frequent changes, the publication should be entitled to a few pages, so that all the advertisements may appear near each other.

If this scrap book be properly kept, there is no necessity, unless the advertising business be very voluminous, of any other method of checking, and special advertising book-keeping, except, of course, the regular double entry ledger account, which the regular book-keeper of the business will attend to.

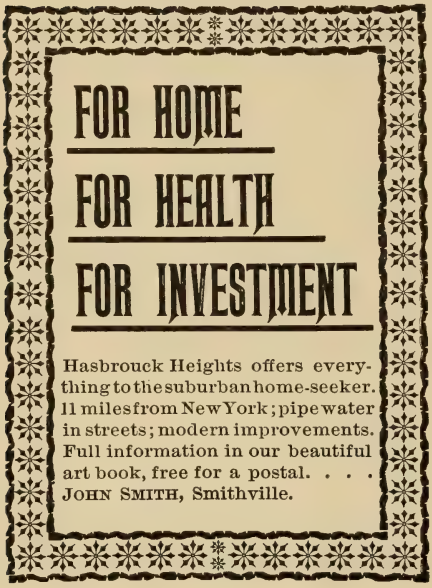
The following abbreviations may be found of use in attending to the checking and entry of advertising: —

d	Daily.
w.	Weekly.
s.	Sunday.
s. m	Semi-Monthly.

m.	Monthly.
q.	Quarterly.
e. i.	Every issue.
e. d.	Every day.
e. w.	Every week.
e. m.	Every month.
e. o. i.	Every other issue.
e. o. d.	Every other day.
e. o. w.	Every other week.
e. o. m.	Every other month.
1 t. a. w.	One time a week.
2 t. a. w.	Two times a week.
3 t. a. w.	Three times a week.
4 t. a. w.	Four times a week.
5 t. a. w.	Five times a week.
t. f.	Till forbidden, that is, the advertisement is to run under the conditions of the contract, until ordered discontinued.
n. r.	Next reading matter.
t. c.	Top of column.
1	First page.
2	Second page.
3	Third page.
4, 5, 6, etc.,	Fourth page, etc.
adv.	Advertisement.

The advertising checker and book-keeper should always have a yearly calendar beside them, the full year appearing on one side of the card, so arranged that the days of at least six months in the year run down in a continuous line; that is, all the Wednesday dates for six months should appear under each other.

SMITHTOWN HERALD.
OHIO.
Jan. 2/93, 4 in., 1st. page, e.o d.
6 m., @ 2.00, Payable monthly.





Jan. 2-4-6-9-
11-13-16-18-20
23-25-27-30

Feb. 1-3-6-
8-

Pd. $26.00 Jan. 31/93

The New Metal is not Aluminum; it is

METAL

The New Weekly, published by

Kittredge Company

NEW YORK and CHICAGO

METAL is devoted to Hardware, Stoves, Steam, Gas and Water Heating, Tin and Sheet Metal Working, Plumbing, Roofing and kindred Trades.

METAL is edited by A. O. KITTREDGE, long identified with the trades addressed, assisted by some of the best writers on these subjects in America.

METAL contains the best price list published for these trades, giving New York and Chicago prices UP TO DATE.

$2 a year. Send for sample copy to

78 Reade Street New York — **Kittredge Company** — 1524 Monadnock Block Chicago

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WHAT IS Business?????

Business is a BUSINESS Monthly for BUSINESS Men.

Business makes a BUSINESS of helping every BUSINESS Man in his BUSINESS, by telling him how to get BUSINESS, how to improve BUSINESS, how to systematize BUSINESS, manage BUSINESS, and advertise BUSINESS, with words on BUSINESS Law, BUSINESS Routine, and BUSINESS Management.

Business would be appreciated by every reader of "BUILDING BUSINESS."

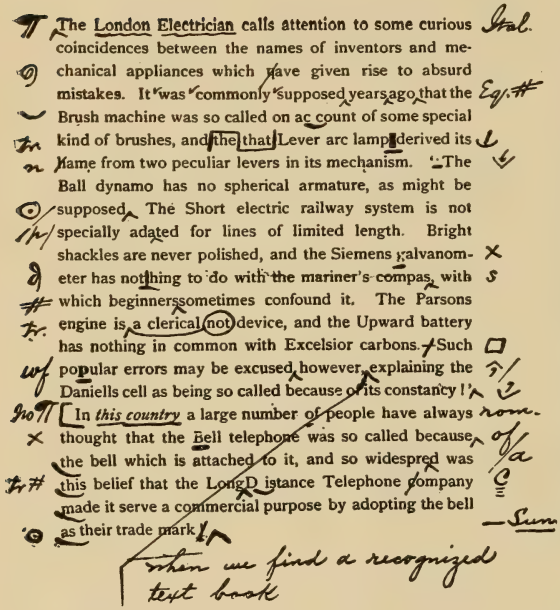
Business is BUSINESS from Cover to Cover.

Business is published monthly at $1 a year. Sample copy on request.

78 Reade Street New York — **Kittredge Company** — 1524 Monadnock Block Chicago

Proof-Reading

Printer's Marks used in the Correction of Proof, Illustrated and Described



The *London Electrician* calls attention to some curious coincidences between the names of inventors and mechanical appliances which have given rise to absurd mistakes. It was commonly supposed years ago that the Brush machine was so called on account of some special kind of brushes, and that the Lever arc lamp derived its name from two peculiar levers in its mechanism. "The Ball dynamo has no spherical armature, as might be supposed. The Short electric railway system is not specially adapted for lines of limited length. Bright shackles are never polished, and the Siemen's galvanometer has nothing to do with the mariner's compass, with which beginners sometimes confound it. The Parsons engine is not a clerical device, and the Upward battery has nothing in common with Excelsior carbons. Such popular errors may be excused, however, when we find a recognized text book explaining the Daniells cell as being so called because of its constancy!" In this country a large number of people have always thought that the Bell telephone was so called because of the bell which is attached to it, and so widespread was this belief that the Long Distance Telephone Company made it serve a commercial purpose by adopting the bell as their trade mark.—*Sun.*

+ Change bad letter.	. . . . Let it stand.	*Caps.* Capital letters.
⊥ Push down.	*Stet* Let it stand.	*S. Caps.* Small Capitals.
↻ Turn round.	*tr.* Transpose.	*Ital.* Italics.
℘ Take out (dele).	⊙ Period.	*Rom.* Roman.
∧ Left out. Insert.	∧ Comma.	——— Italics.
# Insert space.	∨ Apostrophe.	═══ Small capitals.
∨ Reduce space.	∨∨ Inverted commas.	═══ Capitals.
⌣ Close up entirely.	[Quotation.	(((Straighten ends of [lines.
¶ Paragraph.	⊢⊣ Hyphen.	☞ Special attention.
⊏ New Paragraph.	|—1—| One em dash.	⊐ Indent.
No ¶ No paragraph.	|—2—| Two em dash.	□ Em quad.
wf. Wrong font.		

Samples

" They tell the story of the real "

THE contents of the following pages are presented for what they may be worth to the advertiser, in the making up of advertisements.

The subject is as inexhaustible as the combinations of the alphabet, and to attempt to cover even a small portion of its entirety is impossible, particularly so within the pages of a book which aims at brevity.

While the presented advertisement samples are given without genuine name and address, a fair proportion of them are taken bodily from advertisements prepared by the author of this book for his several clients, fictitious names and addresses being substituted for the real. It is considered advisable to present as samples, advertisements which had passed the muster of practical business criticism, written for use, and approved by different and experienced advertisers.

These sample advertisements are for suggestion, to be studied by the advertiser.

The idea conveyed in one advertisement may be advantageously used in another, written on something entirely foreign to the first.

Originality is intended, and typographical appearance considered of importance.

The reader may find in each idea opportunity for improvement, enlargement, and increased business bringing value.

The advertisements are nearly all set in type to be found in almost all first-class newspaper offices, and very few are too elaborately gotten up typographically to render them difficult of near reproduction with the material at the disposal of any fairly equipped office.

It is obvious that with the freer use of ornamental job type many of the samples could be much more artistically set up; but it would be useless to present arrangements impossible of fair reproduction in the average job office.

Consideration must be given to the limited space of the pages of the book. Many of the advertisements would appear to much greater advantage if set in space two or more times as large as is possible in convenient book form.

Once more, remember that the advertisement is for the reader's eye, not for the writer's, and that the firm name is not to be a conspicuous part of the advertisement, except where the house has marked identity, unusual importance, and a pronounced distinctive character, which do not exist in probably over fifty retail stores in the country.

It is well to select a plain, small, and particular style of type for the name and address, to be used in the majority of the advertisements.

At light expense the name and address can be engraved on wood or done by the photographic process, and electrotypes made therefrom which will be almost equivalent to an effective trade-mark.

The engraved lines, if small, can properly and occasionally be used at the head of the advertisement, providing the advertisement occupies considerable space, and is composed of large type, with much open space between the lines.

Whenever convenient, and a little promptness will easily make it so, see a proof of the advertisement. Any publication is ready to furnish proofs, and generally glad to do so, for it relieves it of some of the responsibility.

Unless one is familiar with writing for the press, printed words look amazingly different from those of the written copy, and by the proof necessary changes, and valuable improvements, may be suggested.

The type measure of the pages is but slightly wider than the ordinary double newspaper column.

FURNITURE ECONOMY

The reason we have too much furniture is because last spring we made too much furniture. Our workshops have completed autumnal patterns. We haven't room for both. The multiplicity of furniture design is discouraging; there is too much of it. Designers are over original in producing newness. Latest patterns often have less sensible attractiveness than those before them. We continuously produce the new, because trade demands it. The slightly old is often the handsomer. We must store half the furniture we have, or sell it NOW. We prefer to sell it—to our benefit, naturally—to yours even more so. Everything, from a wicker rocker to a mahogany parlor set, is yours, at from 10 to 20 per cent. from sub-bottom prices.

SMITH, JONES & CO., Makers and Sellers
of Guaranteed Furniture, 1 to 9 Smith St., Smithville.

First of a series of furniture advertisements. Can occupy space of any size not much smaller than the above.

WOMEN OF TASTE

Every piece of our furniture is yours for 10 to 20 per cent. below lowest cash furniture prices. We have more furniture than we want. The furniture of Autumn is waiting for wareroom. We must have room. Business sense says, sell what we have at heavy discount; it's cheaper than storage. You know the character of our furniture. It is of warranted excellence.

SMITH, JONES & CO.,
HIGH GRADE FURNITURE,
1=3=5=7=9 SMITH STREET, SMITHVILLE.

Second of a series of furniture advertisements. The border need not be used.

Red Flag Prices
High Grade Furniture

One thing is certain — better furniture of serviceable quality has never been presented. It is all first class; nothing shopworn; all fresh, beautiful, built to wear; everything in the catalogue of furniture design. Yours at heavy discount. We made too much furniture last spring. More room is wanted. Oh, no, we will not sell all of it at discount — about half of it. That will give us room enough for fall and winter goods. "A word to you is sufficient."

SMITH, JONES & CO.
Makers and Sellers of the Best of Furniture
Nos. 1 to 9 Smith St., Smithville

Third of a series of furniture advertisements. Any good border adds much to the general effect.

Wheat Star

DELICIOUS, APPETIZING, NUTRITIOUS.

Wheat Star

AS NATURE PRESENTS IT.

Wheat Star

NEITHER STEAMED NOR PARCHED.

Wheat Star

THE BREAKFAST MUSH OF NEW ENGLAND.

Wheat Star

FOR PUDDINGS, GEMS, AND MEAL CAKES.

Wheat Star

SOLD BY GROCERS EVERYWHERE.

This advertisement illustrates repetition of the article advertised, separated with light-faced type, in order that the strong words may show in bold relief. The rules between the lines materially assist in the general appearance.

WHAT IS IT?

A BREAKFAST NECESSITY

IT IS STAR COFFEE.

This advertisement well illustrates the use of common advertising rules.

NOW IS the time of light — after-sunset light — light which doesn't strain the eyes — light which shines where you want it to and nowhere else — light to read by, study by, sit by — daylight light, almost. These are the lamps we sell — we don't sell cheap lamps.
John Smith & Co.

This advertisement is quite effective on account of its typographical display. The style of composition is social, convincing, and liable to be business-bringing.

WANT A CLOCK?

If your servant-girl had one of our $3.75 alarm, eight-day, guaranteed-to-be-on-time clocks in her bedroom, you wouldn't have a cold breakfast as often as you do. Don't put a cheap clock in your servant's room. The quality of your breakfast is reckoned by the quality of your clock.

This sample represents an announcement set entirely in Ronaldson Roman type, a new Roman cut of letter, extremely neat and very handsome when well printed.

To Ladies Of Taste

We thought you'd like to know about some rugs. Slight imperfections in them; no one but experts can find them—after they are down we couldn't find them ourselves without professional scrutiny. About one hundred of them, and shall have no more. Delighted to have you call and inspect them.

Here's opportunity to buy really good things at the cost of poor ones.

Advertisement set entirely in what is known as Skjald type. The only objection to this type is that it is not particularly plain; but it is unique, and often there is advantage in using something a little off the usual style.

Now that you can make your ton of coal worth a ton and a quarter, have neither coal gas nor clinkers and little smoke, by investing 25 cts. in a package of Sho-Sho—your grocer sells it—you will use Sho-Sho forever. Sho-Sho is harmless, as easy to apply as water.

Made by Standard Nail & Hammer Co., Smith Building, Smithtown.

This advertisement represents a style of unheaded matter, set entirely in solid Modern Roman. It can readily be set in any newspaper office. A rule or border should invariably be used.

Something For Sewing

Next Monday, one hundred solid Silver Thimbles, handsomely engraved. Will sell them to the first hundred ladies, with their initials engraved, for twenty-five cents, half the usual price. We do this simply as return courtesy for patronage received.

Advertisement set entirely in DeVinne type, a type very commonly used in large cities, but which has not yet reached all of the smaller places.

"There isn't a play in Christendom unplayed by woman."

"The Joy of Fair Women"

Nowadays everybody is out-doors — open air recreation is rec-ognized everywhere — women vie with husbands, brothers, lovers, upon the lawn of health — all the world is playing tennis — and it's a mighty good thing for the world — for there's nothing so exhilarating, so pleasant, so in-teresting — a complete outfit for $15, first class in every respect.

JOHN SMITH & CO.

This advertisement illustrates effectiveness of an extremely wide border, occupying much of the space, with brief reading matter in the centre. Borders of this kind will print well almost anywhere, and are recommended on account of their oddity, although they are old fashioned.

The Daily Eat.

Vol. I. SMITHVILLE, JAN. 2, 1893. No. 1.

Plenty of Elbow Room.

Ranchman's Wife.—Drive over and bring our daughter in. You'll have to hurry, because supper will be ready in an hour.

Ranchman.—Where is she?

Ranchman's Wife.—She's swinging on the front gate.

* * *

He Understood.

Miss Mamie (as her father returns from the office)—Oh, there you are at last, you dear, sweet old thing!

The Dear, Sweet Old Thing.—No, you don't, Mame. You had a new twenty-dollar hat only two days ago, and now you've got to wait awhile.

* * *

Business Enterprise.

Manufacturer.—What are we going to do? Our rivals have just voted to spend $100,000 in advertising that their baking powder does not contain a particle of alum.

Chief Clerk.—That's simple enough. Spend $200,000 in advertising that ours is the only baking powder in the market in which alum is an ingredient.

* * *

He Didn't Want to Buy It.

New Yorker.—What's the damage now, for haulin' me to the depot?

Chicago Cabman.—Five dollars, sir.

New Yorker.—You misunderstood me, my friend. I don't want to buy your horse and riggin'.

* * *

A Specified Rate.

"I recently performed four marriage ceremonies in twenty minutes," remarked the Reverend Dr. Thirdly.

"That was at the rate of twelve knots an hour," added Miss Flyp.

* * *

Exactly.

"I wouldn't be a fool if I were you," said Jones to a friend.

"If you were I you wouldn't be a fool," was the reply.

HAVE YOU BRAINS? EAT FOR MORE BRAINS.

Eat Burned Wheat—there's brain-building in it—it tastes well—digests quickly—it makes you feel better. John Smith has it.

He Knew His Ma.

Mamma.—Didn't I tell you not to take any more preserves out of the closet?

Johnny.—Yes'm.

Mamma.—If you wanted some, why didn't you ask for them?

Johnny (with confidence).—Because I wanted some.

* * *

'Twas the Same.

Mme. D— applied to a registration office for a servant. They sent her a big, strapping lass, with bold eyes, a loud voice, and ungainly gestures.

Mme. D— declined her services. A few days later, the same young woman called again on the lady to renew her offer.

"You here again?" said Mme. D— in a tone of surprise, "you know very well that I refused to take you."

"Yes ma'am, but I have been sent here to-day from another office."

* * *

Two Quarts in One.

"Begorra!" said Bridget, as she opened a bottle of champagne for the first time, "the blame fool that filled this quart bottle must have put in two quarts instid av wan."

* * *

The Forgetfulness of Woman.

Husband (irritably).—Can't you remember where I said I left my glasses at breakfast this morning?

Wife.—I'm sorry, dear, I really can't.

Husband (peevishly).—That just shows the forgetfulness of you women.

* * *

She Could Burn Anything.

Friend.—I suppose your wife often burns the midnight oil?

Husband.—Yes, I guess she does now and then; but you must remember she hasn't had much experience in cooking yet.

An original and very effective method of advertising. By obtaining a definite position in any publication, national or local, filling the space with an imitation of the first page of some publication, and by printing thoroughly humorous sketches or articles of interest, changing them with each issue, attention can be positively centered at the advertisement, and it will be read as conscientiously as the reading matter of the paper. The space occupied by these squibs is not wasted as it forces attention to the advertisement. The squibs should be original if possible, but they had better be copied than to be of poor originality. Any attractive heading can be used. The name of the firm can appear in the heading, like "Smith's Weekly," "Jones & Smith's Daily," or any other heading, if not too long. The date below the heading should correspond with the date of the publication containing the advertisement. It is easy to make the two outside columns contain information, or entertaining sketches, frequently of more interest to the reader than the majority of the reading matter in the publication.

The following advertisement is produced in close fac-simile from an announcement of a leading seaside hotel:

DASH HOUSE,

DASHING BEACH,

UNDER NEW MANAGEMENT,

WILL OPEN JUNE 20.

House newly painted, thoroughly renovated, and put in first class condition. Elevator and all modern improvements. A good orchestra will furnish daily concerts and music for dancing.

DASH & DASH, Proprietors.

PLATE NO. 1.

Plate No. 1 advertisement is thoroughly conventional, yet undoubtedly has boarder-bringing quality in it. One would criticise the printing of the hotel name in type so large that it overrides the name of the place. The name of the house, except to those who have been there—and those who have been there know what it is—is not as important to the casual reader as that which is in the house and the attractions of its locality. The parties who have never been there are the parties the proprietors are after. These people care very little about the name of the hotel, beyond its general reputation; they need something to attract their eyes when running through the advertising column in search of summer board, something which will suggest to them that which their tired bodies or inclinations demand.

On a hill
By the ocean

DASH HOUSE
DASHING BEACH

100 feet above the ocean; 500 feet from bathing beach. Uninterrupted views of sea and shore. Magnificent lawn. No beach sand and flies about the house. Large rooms, freshly painted. Improved plumbing. Elevator. Daily concerts. Terms consistent with service. Call if you can; write us anyway; full particulars about everything. Handsomely illustrated pamphlet free to everybody.

DASH & DASH, Proprietors.

PLATE NO. 2.

Plate No. 3 advertisement is substantially the same as the first one, but is given to illustrate the conventional style of advertising mountain hotels.

Hotel Dash,

Lower Dashing Lake.

ADIRONDACKS.

Open all the year. Lighted by gas, heated by steam and open fire-places. Elevator. For illustrated circular and terms address the managers. DASH & DASH,

Dashtown, Dash Co., N. Y.

PLATE NO. 3.

Plate No. 4 is an attempt to add bringing quality to the Advertisement No. 3.

FOR

Rest and Quiet

IN THE

ADIRONDACK WILDERNESS

Hotel Dash is an all-the-year house. On high ground, 500 feet from Lower Dashing Lake, in the heart of the woods and mountains. Gas, steam, open fire-places, elevator. Miles of almost untrodden forest. Trout, deer. Delightfully cool. Built for comfort. The advantages of style without style. A family hotel with all the comforts of home. Terms as low as we can make them. A book of information free.

DASH & DASH,

Dashtown, Dash Co., N. Y.

PLATE NO. 4.

Here's an advertisement cut from the classified summer resorts, among the "Wants," in a large city daily:

TO LET—South of the city, furnished house of 10 rooms, 1½ acres of land. Call at 1000 Blank st., room 100.

There are thousands of little advertisements like this. Where is "south of the city?" Is it a mile out or 25 miles? Is it on a hill or in a swamp? Is the rent seven dollars a month or a thousand dollars for the season? So far as the advertised information goes it may be all of these and more. Will anybody answer this advertisement? Probably. Give advertising any chance and something comes of it.

The "Want" summer advertisements should contain definite information.

DASHVILLE HEIGHTS—5 miles out, 1½ acres lawn and orchard, 10 rooms furnished, good repair, ¼ mile from station. $250 for season. 1000 Blank Ave., room 100, Blank City.

Better make the advertisement larger; say more about the place; advertisements among the "Wants" cost very little. If the house is worth letting, make folks want to hire it. Here's more of it:

DASHVILLE HEIGHTS—5 miles out, on A. & B. R. R., ¼ mile from depot, 20 trains each way a day, 1½ acres lawn and orchard, 10 rms. furnished, mattresses, crockery, range, hot and cold water, good repair, shade trees, delightful drives, pure air, no fogs. $250 for the season. There isn't a better summer place for the money in the State. Keys at 100 Dash Ave., Dashville Heights, or at 1000 Blank St., room 100, Blank City.

"Built for Business."

A $5 SHOE

FOR

$4 00/100

Good enough for any man who walks.—Soft as broadcloth.—Easy as a silk shirt.—Fits like a dress suit.—Wears like a granite wall.—Handsome as a shoe can be.—John Smith & Co., 44 Smith Avenue.

"The Shoe of Style."

NOTE.—This advertisement illustrates artistic style of double column setting. The type used is of new and original pattern now being placed in the best newspaper offices. Any good newspaper can, by substitution, produce nearly as good effect. The same idea can be carried out in single column if desired.

GOING HOME

GOOD LARD

NOTE.—Two specimens of good block words; the one on the left is suitable for a heading of about anything, suggesting that the reader buy it on the way home.

HEALTH

Up the mountain's steep ascent — Over lakes and streams — In the parlor entertaining — In the ball room freely gliding — Always comfortable, always stylish, always graceful —And the same Smith Waist is worn everywhere. Sold by JOHN SMITH & Co., Smithville.

This advertisement illustrates single column setting and is liable to be read by ladies, for every one is interested in health.

SHE SINGS

The hundred thousand trained voices of America — the half million sweet voices of fireside evenings — all know that voice is not the dress, yet dress affects the voice. — No prima donna ever sang with uncomfortable corset — the quality of voice is influenced by ease of chest dressing — the Smith Waist is the graceful necessity of style and vocalism. Sold by George Smith & Co.

The above advertisement illustrates simple single column setting, with a strong and attractive heading. This same style of advertisement, with heading, would be appropriate for music, or for musical instruments.

Boston Crackers.

JOHN JONES
SELLS TWENTY-EIGHT
VARIETIES.

Our PURE CREAM CRACKERS, recommended for ladies' afternoon lunches.

This advertisement should occupy double column. The matter contained in the lower left hand corner should be changed with every issue. It might be advisable to run this advertisement for some time, making a complete change in this corner matter with each issue of the paper, announcing some cracker specialty.

You'll Buy Me During '93

I'm the Smith Wagon of the new year—as ever the vehicle of lightness, strength, beauty—only more so.

Most comprehensive wagon catalogue in the world, free at Smith agencies, by mail for two two-cent stamps. Smith & Co. Boston, New York, Chicago.

The style and wording of this advertisement will fit almost any line of trade.

Have n't a Hammock?

Don't let that comfortable neighbor sympathize with you. There's solid comfort in hammock lounging. Hammocks for a dollar at Smith's.

A small advertisement. By changing name of article it will do for almost any similar thing.

"A carriage built to last."

SUMMER WAGONS

Seats for two | One seat in sight.
Seats for four | Two seats in sight.

As light as a strong carriage can be built.

Our Catalogue of 20 Wagons Free to everybody.

A fairly good general carriage advertisement.

GOING TO RE-FURNISH THIS FALL?

We've a book. Splendid summer reading. It's yours for the asking. Under the trees you'll read it. In busy Autumn you'll know what you want and what to pay for it. Time saved.

This advertisement filled out will do for almost any line of furnishings.

"The delicacy of the Viand is in the Cooking of it."

STOVES BUILT TO COOK.

THE SMITH RANGE.

[Here insert description of Range.]

A general stove advertisement.

WANT A HOME

BEAUTIFUL LAKESIDE

10 MILES OUT

$25 ENOUGH

BALANCE ON EASY TERMS

MONEY LOANED TO BUILD

MACADAMIZED STREETS

PERFECT DRAINAGE

PURE RUNNING WATER

SCHOOLS CHURCHES

50 EACH WAY TRAINS A DAY

8 CENT FARES

AUCTION SALE

JULY 22 AND 23

FREE TICKETS FREE LUNCH

FREE MUSIC

For those who mean business.

Lakeside Park is ten miles southeast of Centerville; on side of gently sloping hill; magnificent views of surrounding country. Highest ground in town, overlooking Lakeside village.

Five minutes from center of village; six churches, twenty-three stores, four schoolhouses. Eight minutes from depot of the A. & B. R. R.

Average size of the lots 7,000 square feet. Few of 4000, some 10,000. Lots will bring from 6 to 10 cents per foot. Will be sold to highest bidder.

$25 down considered sufficient, balance to be paid in weekly payments of not exceeding $5 a week.

The Lakeside Improvement Company will build moderate priced houses upon these lots, leasing them to the owners of the lots who will pay the annual rental on the same, which rental having continued to be paid for ten successive years, will entitle the owner to a clear title to his house.

It is proposed to have only the better class of people locate at the Park, and buyers will be required to furnish references before the deeds are passed to them. Respectability is Heaven's first law and will be maintained at any cost, the Lakeside Improvement Company desiring to have their beautiful location occupied by residences of respectable people.

Full information and pamphlets of The Lakeside Improvement Co., 14 Jones Bldg., Centerville.

The bold relief given type enclosed by light rules. It should be set in one column, space does not permit it here.

Know all people by these presents,

That *we, Smith Brothers & Company, a firm established in* 1893 *in the City of Jones, County of Jones, Commonwealth of Massachusetts,* in consideration of *the lowest reasonable wholesale and retail prices,* paid by *anybody,* the receipt whereof is hereby acknowledged, do hereby grant, sell, transfer, and deliver unto the said *anybody,* the following goods and chattels, namely:

Here add names and brief descriptions of leading lines of goods; better only one line.

To have and to hold all and singular the said goods and chattels to the said *anybody,* and *his or her* executors, administrators, and assigns, to their own use and behoof forever.

And *we* hereby **covenant** with the grantee that *we are* the lawful owners of the said goods and chattels, that they are free from incumbrances, *except those always honestly stated, if they exist, by our conscientious clerks,* that *we* have good right to sell the same as aforesaid; and that *we* will **warrant and defend** the same against the lawful claims and demands of all persons, *and against imperfection and damage.*

In witness whereof, *we* the said *Smith Brothers & Company,* hereunto set *our* hand and seal this *second* day of *January,* in the year one thousand eight hundred and ninety *three.*

Signed, sealed, and delivered in the presence of

Benjamin Harrison.
Grover Cleveland.

Smith Bros. & Co. [SEAL.]

The above unique form, can with propriety be used by any line of trade. The space occupied by "Here add names, etc.," can extend to any length. The border need not necessarily be used.

HOW TO COOK STAR WHEAT.

Mrs. John Smith, the principal of the Brown Seminary for young ladies, has given great attention to plain cooking. The following, written by her, gives her practical experience in cooking that superb brand of wheat, known as Star Wheat, for which John Smith & Co. are the exclusive agents for Dalton. This wheat is put up in 1, 3, 5, and 10 lb. packages, sold at most reasonable prices. It is said to be the most nutritious preparation of wheat yet presented to the lovers of substantial viands.

Star Wheat Mush.

Put one quart of boiling water in a smooth granite-ware saucepan. Add a teaspoonful of salt, and when the water begins to boil rapidly, add gradually, half a pint of Star Wheat, sprinkling it in with one hand and stirring with the other. Beat well until perfectly smooth; then cover the saucepan, and draw back where the contents will simmer, but not burn. Cook from ten to twenty minutes, stirring two or three times. Serve with cream or milk.

When one prefers, all milk, or half milk and half water, can be substituted for the quart of water.

If the Star Wheat be measured scantily and the milk generously, and the mush be poured into a bowl or mold and set away to cool, it can be turned out and served with sugar and cream as a pudding.

This advertisement represents an effective style, for it gives definite information of positive value to woman. Whenever possible, print information of this kind, and if you can, continue to print it regularly, that folks may look for it. While this advertisement refers to the cooking of a certain article, an advertisement can be made up by a carpet store giving information on the care of carpets; by a furniture dealer on how to take care of furniture, or by almost any other line, for there is no line of which information of this style cannot be easily written.

To The Bread Eater

There is more healthfulness, more purity, more deliciousness, more labor saving, more lightness in Crescent Flour than in any other flour in milldom. $8.00 a barrel—worth it—worth more. John Smith, 44 Smith Ave., Smithville, Ohio.

This advertisement illustrates an effective appearance of what is known as Erratick Open, followed by reading matter set in French Elzevir, a strong style of Roman type.

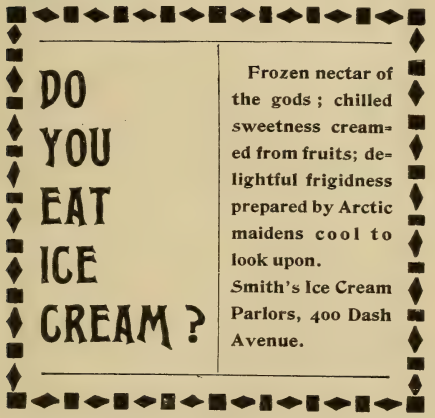
Husband Hurried Off

this morning to catch the 8.30 train and missed his usual cup of hot chocolate. He needn't do it again — Tell you why; we've "Instantaneous Chocolate" already sweetened — All you've to do is to put a couple of teaspoonfuls of this delightful preparation in a cup, pour hot water over it, and he'll have a delicious hot drink as quick as a wink.

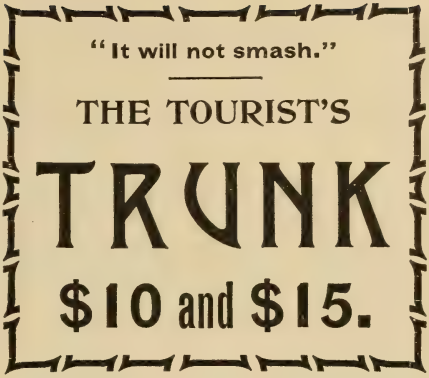
An illustration of a fairly attractive single column advertisement, surrounded with a strong border.







Three advertisements, set differently, but reading exactly alike.







Three trunk advertisements, of small size, surrounded with plain striking borders. They would look better in enlarged space.

COOL COOL COOL COOL COOL COOL
COOL COOL COOL COOL COOL COOL
COOL COOL COOL COOL COOL COOL
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YOUR EXCURSION

A DAY IN RED MOUNTAIN HILLS!

Wednesday, June 17, will be a red letter day for those who love the open country and appreciate the cooling breezes of forest wilderness. The excursion train will leave the A. & B. R. R. Depot at 7 A. M. It will pass through the beautiful farming villages of Green and Red Valleys, among the balsam-smelling pines, and the beautiful scenery of Billows Falls, beside the sparkling waters of Mermaid River, out into the open valley, in view of John Brown's Historical Corn-Cribs, and by the shores of Blackberry Lake. The party will arrive at Honeysuckle Grove at 9 A. M. At 10 o'clock, the special attractions of the day will be announced.

1. Potato Race.
2. Trial of Breech-Loading Guns.
3. Fat Men's Race.
4. Fun with a Greased Pole.
5. Old-Fashioned New England Dinner, served in New England Style.
6. Oration by Hon. Benjamin Blaine.
7. Chorus Singing, led by that powerful vocalist, James G. Harrison.
8. Three Hours of Dancing. Wanamaker's Orchestra of sixteen pieces with Major Cushing as prompter.
9. Shooting Match for Gold Medal,
10. Bowling Match for Championship of Green County.
11. Lunch in the Pavilion. Strawberries and Cream. Country Milk. Molasses Ginger Bread. Music to Aid Digestion.

At 8 o'clock, the party will start for home, arriving at Cityville at 10 P. M. Tickets, $2.00, including everything. For sale at the A. & B. Depot, or of John Smith, Manager, 44 Dash Ave., Cityville.

FUN FUN FUN FUN FUN FUN FUN
FUN FUN FUN FUN FUN FUN FUN
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FUN FUN FUN FUN FUN FUN FUN
FUN FUN FUN FUN FUN FUN FUN

This advertisement illustrates a fairly good example of an outing announcement. The strength of it is in the head and sub-head lines. Attempt is made to make the descriptive part bright and seasonable. Perhaps it is rather long,—then let it stand as a sample of justifiable length. Its rambling style is easy and natural and liable to cheer up the weather-heated reader.

A DAY OF FUN

Potato Race, Greased Pole,
Fat Men's Race, and more.

SMITH'S EXCURSION TO HONEYSUCKLE GROVE,
Wednesday, June 17th,
Full particulars at 44 Dash Ave., Cityville.

The three bottom lines are omitted in the following advertisements.

HAPPY DAY

FOR OLD AND YOUNG.

Great times for papa and mamma, Georgie, and Sallie, Cussie and Maudie.

Decent everybody is going, including you.

Ginger Bread String Beans

AN OLD FASHIONED GOOD TIME.

HOT CITYVILLE

COOL HONEYSUCKLE.

A DAY OF RECREATION.

Dancing in the Woods

Wanamaker's Orchestra, Pretty Girls and Handsome Men Waltz Amid Exhilarating Pines.

NOT GOING

How folks who go will pity you.

These advertisements illustrate the extreme of brevity in advertisement writing. It is suggested that they be used in connection with the longer advertisement, appearing in different parts of the same paper, or that they be inserted one or more a day, to appear on alternate days, in connection with the larger advertisement. It will be noticed that each advertisement is complete in itself, yet states where and how full information can be obtained.

Ever Dry Salt Made by a Process Invented by Lot's Wife

A hermit of central Alaska, recently deceased, left among his possessions a prescription for the preparation of an absolutely pure and dry salt. This prescription, carved in a solid rock, is said to bear dates corresponding with the birth and solidification of that historical woman, known to the world as the heroine of 'Looking Backward.' This Salt, having stood the moisture of ages, is now manufactured by a concern located at a place we do not propose to disclose. It is enough for you to know that it is sold everywhere.

Quiet Cheese

of eminent respectability — cheese which attends to its own business and is never lively — cheese which sets where it is put unless removed by outside influence — cheese which does not pulsate with innermost life — cheese of appetizing flavor—indispensable cheese—cheese which will always be on your table after its first introduction—cheese for twenty cents a pound.

JOHN SMITH & CO.

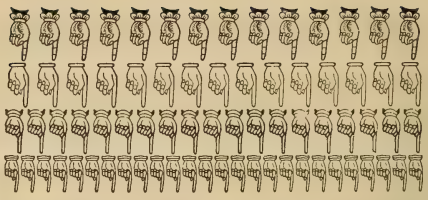
These advertisements represent double column setting, and a peculiar style of alleged humor. Humorous advertisements must be handled with the nicest care. Better not be humorous at all than to be poorly humorous, but occasionally a humorous advertisement, or one off the usual style of advertisement writing, is to be recommended.

IS THERE A WATER COOLER IN YOUR HUSBAND'S OFFICE?

There isn't! How the poor man must suffer. Surprise and revive the dear fellow. Make him a present of one of those Smith coolers. $2.50.

SMITH & COMPANY, 500 SMITH ST.

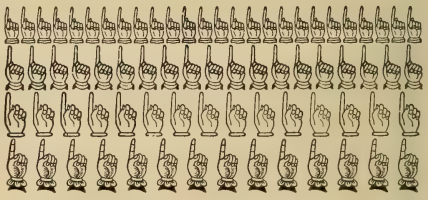
The effect of common brass rules. Every newspaper composing room carries plenty of them.



BUY COAL

NOW,

That's intuitive sense. Buy enough for all winter, that's economical sense. Buy of Smith, that's dollars and cents.



The strong appearance of index fists.

Does Your Husband Wear a Hat?

Send him to

JOHN DASH,

116 Dash Street, corner Blank Street.

A small Hat advertisement.

ARE YOUR SOLES ON EARTH

The shoes on you can't be resoled if you wear 'em much longer—never outwear shoes—wear new ones while the old ones are being repaired — The Smith three dollar shoe for all men isn't as exquisite as the Smith five dollar shoe, but it has five dollar wear in it—John A. Smith & Co., Smithville.

ARE YOUR SOLES ON EARTH

The shoes on you can't be resoled if you wear 'em much longer—never outwear shoes—wear new ones while the old ones are being repaired — The Smith three dollar shoe for all men isn't as exquisite as the Smith five dollar shoe, but it has five dollar wear in it—John A. Smith & Co., Smithville.

The effect of different borders on the same advertisement. The upper border throws the headlines into bolder relief.

"For Christmas and all the Year Around."

WHAT TO BUY

There's a golden rule in Christmas buying — "Give to others what you like yourself" —don't force upon them things of foolish beauty, apologies in useless art—give things of lasting quality, with all the beauty one can find—a Parlor Cabinet of handsome mahogany, or of brightest cherry—fortified with bands and knobs of brass, with mirrors of clearest glass, and little niches and cupboards everywhere, for bric-a-brac — there can't be a room too full to find room for it—the price is low as can be, as low as we dare sell in days of clearance sales — for $25, one looking worth much more; for a few extra dollars, one seemingly worth twice the sum; for $50, an exquisite creation; for $100, one which shows its costliness.

JONES, SMITH & CO.,

1 to 9 Washington Street.

A fairly good model for holiday advertising.

THE CHRISTIAN UNION
WEEKLY : A FAMILY PAPER : $3.00 A YEAR

Vitalized Sense

The Christian Union is a religious paper —all good papers are religious, more or less. It is not a religious paper in the narrowness of denominational creed. Its field is the world —its platform, a better world—its policy, to teach women and men how to live, not how to die, and to make them happier while living. It is the original, progressive, practical, entertaining, family paper of America, appreciated by people of success. There cannot be a publication anywhere of more definite, unique, and original value for the selling of necessities and luxuries than this paper, which appeals to the intellectual sense of the people. There can be no one who sells anything people want who cannot sell more of that thing by advertising in The Christian Union. All the business-bringing power of The Christian Union is yours if you sell goods of respectability and use its columns.

The Christian Union: Lyman Abbott, Editor-in-Chief; The Christian Union Co., Publishers, Clinton Hall, Astor Place, New York.

Special Representatives

"They bring the far so near"

THE special advertising representative is exclusively neither an advertising agent, an advertising solicitor, an advertising manager, nor an advertising expert. He is a combination of all — an employee of peculiar significance.

The great national dailies, and religious, agricultural, and representative journals, find it profitable to establish metropolitan, and other branch offices, locating them in New York, Boston, Chicago, San Francisco, Philadelphia, and other centres, remote from the city of publication. They make an arrangement, either by salary, or commission, or by both, with some responsible parties to represent them in these commercial centres. Frequently the same man is a representative of several publications. It is the duty of the advertising representative to be as familiar with the circulation in the papers he represents as the papers can be themselves; to be, to all practical intents and purposes, the manager of the paper, so far as so called foreign advertising is concerned, foreign advertising referring to advertising removed from the city of publication.

By being located in a convenient centre, the advertising representative is able to handle the business better than can the paper itself, and make a respectable salary, or commission, while doing it. Advertising is bought of him as low as it can be of the paper, and he gives the same attention to it as can be given in the counting-room of the paper.

The special representative is simply a convenience to the advertiser. He benefits the paper, and he benefits himself. He is a legitimate officer of advertising, and falls into a position unoccupied by any other, representing only those publications from which he has definite permission, and with which he has the most intimate connection.



MR. KNOWN CIRCULATION.

	Daily.	Sunday.	Weekly.		Daily.	Sunday.	Weekly.
Louisville Courier-Journal	25,000	37,000	177,000	Rochester Democrat and Chronicle	21,000	——	12,000
Omaha Bee	25,000	30,000	40,000	Denver Sun	12,000	15,000	——
St Paul Pioneer Press	20,000	25,000	25,000	Saturday Globe, Utica	——	——	200,000
Seattle Post-Intelligencer	12,000	15,000	15,000	Elmira Telegram	——	170,000	——
San Francisco Report	46,000	——	6,000	Albany Telegram	——	75,000	——

Pennsylvania Grit, Williamsport, Sunday, 71,000.

Mark the prosperous cities these old-established dailies cover, in the West, Northwest, Southwest, and far West. Consider these great Weeklies and Sunday Family Papers which get in at the cheery firesides of the hundreds of thousands of American homes!

They all tell for business, and a good story, too.

A. FRANK RICHARDSON,

Tribune Building, New York. **Chamber of Commerce, Chicago.**

Authoritative

"Words of others weighs a ton"

IT is suggested that a few introductory chapters pertaining to advertising, by men who have expended from one hundred thousand to one million dollars in advertising, and have learned their lesson in advertising in the practical school of experience, would add materially to the value of this work.

The author requested a few of the most successful advertisers to write brief lines of advertising opinion, and nearly all of them responded.

Appended are their words of advertising light.

Advertising As I See It

BY COLONEL ALBERT A. POPE,

President Pope Mfg. Co., Makers of Columbia Bicycles, Boston, New York, Chicago, Founder of American Bicycle Industries, Originator of the New Movement for Good American Roads.

ADVERTISING has been defined as "the act or practice of bringing anything, as one's wants or one's business, into public notice, as by paid announcements in periodicals, or by hand-bills, placards, etc." Such is advertising, and the problem to thousands of us who are engaged in mercantile business is, "How shall I most economically and effectively accomplish this work?"

The subject is one which has been made a special study by a number of men of ability, and has during the past few years become an art. When it is considered that there are firms and corporations in the United States who spend annually hundreds of thousands of dollars simply on newspaper and periodical advertising, it is obvious that it is of great importance

that advertisements should be written attractively, and convincingly, and placed and displayed advantageously. The appearance and wording of an advertisement, like the appearance and speech of an individual, either attracts or repels. Those advertisements are the most effective which are written with due regard to the proprieties, and do not bear on their face the marks of ignorance, falsehood, jealousy, or contention. In other words, an advertisement should express truthfully, intelligently, attractively, and forcibly, the merits of the article that its purpose is to sell.

Perhaps the most artistic and effectual advertisements that have appeared in American periodicals have been those of the soap manufacturers; one enterprising firm publish a fine engraving of Millais' picture of a boy blowing a soap bubble, and that advertising page to the majority of the readers of the magazine was probably of as much interest as any other portion of the publication. Judging from the standard of great financial success, we may infer that the proprietors of certain well-known soaps have found that their artistic, illustrative advertisements, although costly, are remunerative; and in this connection it may be said that the artist, as well as the writer, are alike necessary to produce the best results.

No where else in business, perhaps, unless it be in legal documents and contracts, does one realize the force of words rightly used. To be a good writer of advertisements one must have a good command of language, and understand fully the fine shades of meaning and distinction of words. It is a mistake to coin words to use in an advertisement with a view to attract attention. One's attention may for an instant be called to such absurdities, but the impression they convey is not a beneficial one. The language that Shakespeare and Milton found adequate to express their thoughts is of sufficient scope to express the ideas of a pill vender, or a lager beer dealer, concerning the merits of what he wishes to sell.

The best mediums for advertising are those papers and periodicals that have the largest circulation among the best class of the community, but local publications, even though of limited circulation, should not be ignored; the country newspapers are read more thoroughly than those published in the city, and their value for certain kinds of advertising is equally as great as that of their more pretentious contemporaries.

Advertising by printed bills, to be handed to persons in the street, or

advertisements in publications for gratuitous distribution, are of little, or no, value.

Corporations. or firms, doing an extensive business, find it more advantageous to employ an advertising man who is an expert in the business. There are men in great cities in the United States who receive large incomes simply from the writing of advertisements. This is a branch of literary work more remunerative than almost any of the others. Where the amount of advertising to be done justifies it, an expert is usually employed who gives his time exclusively to the firm engaging him. Some of these men are reported to receive larger salaries than judges of the Supreme Court.

In mercantile business, as in the arts and sciences, the wisdom of subdivision of labor is being better understood, and the successful advertising expert is a man of education, artistic tastes, and fertile in the invention of new devices to attract the attention of customers.

The multitudinous labors of the executive head of any firm or corporation doing a large business, renders it necessary for him to leave details to assistants, and such is the case with the work of advertising. That such work is often done by the expert in a manner not wholly in accordance with the wish of the employer is too often the case, but it is to be remembered that it is a most difficult matter to always get the right man in the right place.

What is needed is a training school for advertising men, and I am of the opinion that such a school in connection with a university like Harvard would be of great usefulness to the mercantile community, and would also be the means of enabling many college graduates to obtain congenial employment, with liberal compensation.

Who Read and Answer Advertisements?

BY GENERAL CHARLES H. TAYLOR,

Boston Globe.

THE subject of advertising has so many characteristics that it is hard to determine which is its most interesting and important phase. As the old Kentucky gentleman said of whiskey, all advertising is good, but some is

better than others. I believe that newspaper advertising is clearly the best in ninety-nine cases out of every one hundred.

One of the most interesting points, indeed the vital point, for advertisers to decide is what classes of people in the community read and answer advertisements and make the same pay a profit to the advertisers.

One of the ablest and most successful merchants of his time divided the people who buy goods into three classes : —

First.— The "million," who are more or less prosperous from time to time, the people who buy small, individually, but enormous, quantities in the aggregate.

Second.— The well-to-do "one hundred thousand," the people who buy pretty largely individually, and great quantities in the aggregate.

Third.— The select "ten thousand," who buy largely individually, but whose aggregate purchases as compared with the other two are relatively small.

Shrewd advertisers should particularly advertise to reach the first two classes.

The "million," and the "one hundred thousand," buy ninety-nine one hundredths of all the goods which are sold.

It is not much use to advertise to reach the third class of the select "ten thousand." Excepting in rare cases, they never read advertisements. Many of them affect to sneer at firms who do advertise. They do not buy ready made clothing because they have their garments made by their favorite tailors. They do not buy prepared medicines because they will trust their ailments only to their family doctors. They have their boots made, they have their favorite furniture maker and grocer, and they scorn the idea of looking at any advertisement to supply any of their wants.

Consequently the man who spends any money in the hope of securing the patronage of the "select ten thousand" simply wastes it in ninety-nine cases out of a hundred.

The people who do read advertisements to buy goods to the best advantage, are comprised in the other two classes, the "hundred thousand" and "the million." From this patronage sales can be increased and profits multiplied. Ninety and nine of all the fortunes which are made are based upon the trade of these two classes.

The advertiser who does not recognize these facts, and govern himself

accordingly, had better keep his money in the bank, than attempt to make money by advertising in the newspapers.

With The Solicitor

BY BERNARD T. WILLIAMS,

Of The J. B. Williams Co., Glastonbury, Conn., Makers of Yankee and Williams' Shaving Soaps, and of fine toilet soaps.

THE adaptability of *it* to the other *it*.

It is the solicitor that interests me; advertising wise, not exclusively, but still, exceedingly, for humanity is always interesting, and the genus solicitor no less so than his fellows.

I never tried selling *space*, but I have tried selling goods.

Fortunately I had the kind I could swear by, and had the courage of my convictions, and so was prepared to demonstrate *why* the "Genuine Yankee" would out-lather the balance of the world's product in that line.

I delighted in framing convincing clauses, in collecting data, and advancing reasons *why* the dealer, appealing to the consumer, should offer him the world's best. Failing in that I knew I was lost.

That many, surely the great majority, of solicitors for advertising patronage, entertain very similar notions, I am confident that advertisers can but enjoy their seductive arguments, whether in the market for space, or not.

But there are *others*, and sometimes it seems that they are surprisingly numerous, who seem not at all to consider the adaptability of their medium, or media, for certain articles, but to depend rather upon the fact that they can boast a circulation of umpty thousands, more or less, for winning patronage.

The frank, open, confidence inspiring confession on the part of *The Ladies' Home Journal*, that "We cannot be of use to you in handling your shaving soap advertisements; we haven't the clientage you require," evidently emanates from a mind that would not allow its owner to go gunning for woodcock in a church parlor, or to expect to find brook trout in the basin of Madison Square fountain.

It is the man, who at regular intervals urges us to take space in media devoted almost exclusively to mothers, in defining the prescribed method of making first quality men and women out of the average run of infants, it's men of that ilk, who, in considerable numbers, seem to be "off the scent" without appreciating it.

So it seems that, in behalf of advertisers generally, someone might in all kindness say to the Corps de Solicitors, "Please come if in position to supply a real need, but please *don't* come until you are sure 'where you are at.'"

Looking Backward and Forward

BY C. J. BAILEY,

Of C. J. Bailey & Co., Boston, makers of Bailey's famous rubber brushes and other original rubber goods.

LOOKING backward it is easy to note the long strides that have been taken in inventions, manufacturing, printing, electrotyping, and the wholesale and retail business of the country. It is truly surprising what "great oaks from little acorns grow." It is true that we are living in a progressive age, and that nothing succeeds like success.

It is a common question in speaking of a man who has made a success in business, how did he build up such a business, in so short a time? A careful diagnosis of these cases leads to but one answer,—judicious advertising.

Where is the prosperous business concern of to-day that has not experts in every department? And the greatest of them all is he who writes, or manages, the advertising department. Why, because it is the well written advertisement that is as good as an army of salesmen, that interests the thousands of readers, in the articles for sale, and which they wish to possess. Thus the demand is created, and the goods are sold.

To-day the writing of advertisements is a profession, and the sharpest advertisers find to secure the best results they must secure the best possible talent.

In my judgment, a well written, constructed, and illustrated advertisement of forty Agate lines will give better results than a whole page that is not.

On the Advantages of a Good Introduction

BY JAMES R. PITCHER,

Secretary and General Manager, The United States Mutual Accident Association, New York.

GIVEN two magazines of circulation exactly alike in extent and character, offering precisely the same privileges as to position and display, can an advertisement in one be more valuable than in the other?

One of our advertising agents writes, "Assume the cost of advertising in proportion to the circulation to be practically the same, the magazine with but one subscriber is of equal value to that with 100,000, cost of advertising per copy being the same." Is he right? Or is it possible that at least one factor in the case has escaped even his trained attention?

If the object in selecting mediums for advertising be only to secure the widest possible publicity for our announcements, he is right and there is only one answer to the question with which this paragraph begins.

A financial institution moves into new quarters. A prominent location among other institutions of recognized standing is secured. Heavy plate glass windows let in the light. Every detail of the office fittings from the mats at the door to the hardwood and twisted brass partitions, is in perfect taste, quiet, rich, elegant. Why? To attract attention of as large a number as possible? A brightly painted exterior, a gaudily decorated interior, would have better accomplished that. What has been accomplished is an impression on all beholders of wealth, strength, solidity, and that was what was desired. The same institution finds it desirable to advertise. Of two mediums presented to it, is it to consider only the price and the circulation? Only the amount of publicity to be secured and the cost of securing such publicity?

There are publications in this country which have won reputation, strength, stability. Writers strive to secure a representation in their pages, valuing the privilege of appearing in their columns more highly than the pecuniary reward they offer for such articles as are admitted. Artists feel that they have gained several rounds on the ladder of fame, when their first signed sketches are admitted to their charmed precincts. There is a presumption of merit in everything in any way connected with them, even though that be "only a paid advertisement." There is a money value belonging to association.

If I have to persuade an acquaintance to a certain investment, I shall welcome the chance of a conversation with him even in a bare, squalid room, if necessary, but I very much prefer, from a business point of view, to sit down and converse at my ease in an office whose surroundings are in keeping with the subject I am discussing.

Some mediums are the empty or inappropriately furnished room. They afford an opportunity for a conversation, and may be made profitable, but under difficulty. Others are the handsomely fitted up office, and to a certain extent vouch for the standing of their occupants.

There is a prestige connected with a position, especially a "preferred" position in certain of our best advertising mediums, which has a value not easily measured in dollars and cents, but nevertheless as well worth considering as is either circulation or price.

When one advertises in such places he secures for his money not only space, good display, and circulation, but as well the no less real, even if less easily estimated, advantages which belong to association with a medium that has won the esteem and confidence of the public. He is introduced to the people he wishes to reach by a friend whose introduction is in itself a recommendation.

I Magnify Mine Office

BY ARTEMAS WARD,

Of Enoch Morgan's Sons, of "Sapolio" fame, and Editor of *Fame*, New York.

FEW, I fear, will feel with me when my fervor touching advertising rises beyond the mere measure of cost and profit.

To me the art of publicity is an inspiring study, a soul-compelling force. I look around me to measure my field,— it is Creation.

I look into the future of the work — it is as if the millennium of man's finite hopes dawned on my astonished eyes. The day is coming when advertising, improved and purified, will be the handmaid of science, the assistant of truth, a powerful preventer of crime.

To-day it is a link in the chain of justice bringing forward the needed witnesses, or overtaking the escaping wrong-doer. Its pathos rises to the highest when the slave mother advertises to-day for her children sold

from her a generation ago; promises in the near future to control political elections by making simple facts universally known. Its force, its future, its possibilities are beyond my power to portray. Working gladly, as I touch, as it were, the edges of infinity, I am made conscious of the vastness of the work, and of the weakness of the worker.

. . . . . .

I am asked to specify my own best efforts. In point of labor — the Sapolio proverbs. Over thirty days, and those carried far into the night, barely sufficed to read four thousand pages of proverbs, and select the few suited to my purpose from the collections of ancient and modern times, from the Malay missionary's slender store to the wealth of "old Burton." Many languages were made tributary. Ethiopia yielded up her pearls, and the Tamil language (unknown to me till then) added a few jewels to the list. In point of audacity — as necessary in advertising as in war — I value most the use of Columbus's present glory by sending Captain Andrews to Palos, in a fourteen-foot dory named Sapolio, and securing audience from royalty, ovations on the part of the people, and the attention of the world. But in neither case was it the happy thought that secured success, it was the work which waited upon faith.

Successful Advertising

BY M. M. GILLAM,

Advertising Manager, John Wanamaker's Establishment, Philadelphia.

It is no more possible by set rules to make a successful advertiser than it is to make a successful preacher or lawyer. In either case the bright man may profit by the experience of others, and any treatise or compilation that puts helps in the way of such a student is to be commended.

What advertisers have accomplished is an inspiration to greater work by the craft. Even inklings of a winning method afford a lesson that novice or experienced writer can study with profit.

The danger comes in right here — conditions differ so that rules beyond the most glittering generalities are not likely to fit. The writer who trusts to bolting chunks of advertising wisdom, and to gulping in-

spiration from the bottled samples of another man's style, can safely count on literary indigestion. Just as there must be thorough assimilation before food will properly nourish, so there must be complete mental absorption before advertising ideas can bring their best harvest.

This manual that Mr. Fowler has prepared with so much care and good judgment, does as much, perhaps, as a book can do to whet the wits of advertising tyros. It will serve a good turn if it does no more than set callow business writers thinking ; the *trying* will come easier and better for it.

One of the first tries should be to bear in mind that what would be a telling advertisement for a patent medicine, or a soap, or for any specialty would not hit the mark for general merchandising, or for a many-sided subject. The one should blaze like an arc light, the other should show the facets of a diamond. That is the ideal — practically the impossible. I count that advertiser happy, whose average of concentrated blaze reaches the sixteen-candle incandescent mark and whose scintillating genius strikes six on a twenty-four faced gem. Bright thoughts, sprightly turns, pat phrases, real sparkle and snap will appear in every good advertisement, but there's apt to be much more setting than jewel in even the best of them.

And, after all, that same brilliancy is not the most-to-be-sought-for thing in an advertisement. Linked with transparent truthfulness there can't be too much of it ; alone it is hollow and disappointing.

My experience is that to temptingly tell of a great store's doings, it is of first importance to really *know* what I am writing about and to thoroughly believe in it. "Take nothing for granted," is the advertiser's only safe rule. Look, ask, cross-question ; be plaintiff, court, and jury. The knack of saying things pithily may not be easy to everyone ; the effort to get at the bottom truth every time in a thousand-sided advertising business is quite as trying and almost as difficult of accomplishment. Easier, by far, when the mind can be focussed on a single subject.

Of equal moment to the get up and grip of an advertisement is the placing of it. Constituencies must be studied even more closely than methods if the best results are to be attained. Newsy advertisements demand newsy mediums. It would be folly to tell of touch-and-go attractions in anything so slow as a weekly, even. The Wanamaker business has grown probably beyond precedent in the trading history of the world, *and entirely through the help of the daily newspaper press.*

True, the store methods were novel, the management liberal, and the whole scheme surprisingly broad, but so far as communicating with the public went, daily newspapers were (and are) practically the only mediums. The revolution in store policy included a revolution in advertising — every day, and something new every day. A warmed-over advertisement has no place in the Wanamaker plan. The spirit of the store and the spirit of its announcements are meant to be at one — active, aggressive.

Magazine readers are to be come at in another way. When a man sits down to read deliberately — his monthly or weekly — he is in the mood for quiet thought. An advertisement might attract and win him there that in a daily would be coldly skipped.

Type, too, and illustrations — all stand for much. The successful advertiser will look to every point. Experience, *mistakes* will help him, and successes will only urge him to new endeavor.

Will Advertising Pay?

BY J. F. PLACE,

Advertising Manager for the Rochester Lamp Company, New York.

By this I mean — pay back the money it costs and a profit on the outlay?

Generally speaking, if resorted to as a by-play, or for trial, intermittently and without study or plan — No!

But if you have an article of real merit, which there is or can be made a general demand for, advertising if intelligently directed and followed up will pay, and handsomely too. I am referring now to general advertising of specialties, not that of local trade.

In the study of methods of advertising for the past twenty-five years, I have learned much from experience and have tried to learn something from the experience of others, yet I confess I wish I knew half as much as some whose methods I have noted. The palm for effectiveness, that which returns the best results for a given outlay of money and work, I give to the newspaper.

In general newspaper advertising four things are absolutely necessary, a condition precedent to success. They are:

First. — An article of merit.

Second. — A field, or a demand, prospective or actual, for it.

Third. — Ability.

Fourth. — Capital.

There are many other essentials, such as good judgment, business sagacity, experience, etc., but these all are included in the third requirement — ABILITY.

So also that important requisite would include the backing up or support of the advertising by good salesmen on the road, and the establishment of agencies where the goods could be obtained within the territory covered.

Can success be forced in the absence of either one of the above four requirements? No, emphatically no.

Is success assured if one has all four of these requisites? Yes, to a greater degree, surer and quicker than in any profession, trade, or commercial business I know of — most positively yes.

There are comparatively no openings now for fortunes in legitimate trade or manufacturing enterprises; the tendency is to combine and make stronger the big concerns and weed out the smaller fry. Except one has a monopoly in a patent and a demand for the product made thereunder, trade offers no assurance of success for new enterprises. The older houses have the business and will force new-comers to sell at a loss and invite failure in order to get it.

But there are as good openings to-day for advertising ventures as ever. With the four requirements named, the field is better than ever, for the country is larger and growing immensely, while newspapers are more numerous and stronger.

Perhaps you say my requirements are too exacting; that with an article of merit and a demand for it, with ability and capital, too, what is the need of advertising? There is need of it and great need too. Try it without advertising and see. Even with the four requisites, to start a new business enterprise is most difficult and hazardous. It will drag; competitors will get in with an inferior article and try to supply the demand; you will have hard work and will grow bald and gray in the

service. If you succeed it will be a slow process, and success without advertising is tame and circumscribed at best.

But what if you advertise?

Well, it must be done with ability and cleverness. No hap-hazard business, no jog-along style will do. Above all things have a plan. In building a house you would not think of going to work digging and building with no definite plan of what you intended to do, and no idea of the cost. Neither is it good judgment in advertising.

Lay out your plan; for instance, first, fix the amount of money you will spend in advertising each year for five years, and let the amount be no more than you can pay. If that amount is $20,000 a year, then select the territory you can effectually cover with that sum. Do not attempt to cover too much.

There are many ways of covering that territory. Shall I tell you one way, and one that I have found effective for an article of prospective general demand? Here it is: —

First.— Make a selection of all cities and towns over five thousand and under fifty thousand population within the prescribed territory.

Second.—Put your ad. in the most attractive form; if not experienced and clever yourself in that work by all means hire some one who is. Talk with him freely about your plans, what you want, and what you have to do with, so that he can give his best thought to the work. I have found about a two-and-one-half inch double column ad. (five inches space) the most effective.

Third.— If you don't employ an advertising manager, consult a responsible advertising agent in whom you have confidence; treat him as if he were your lawyer, tell him everything. If you conclude to employ a manager, get one of experience who is familiar not with "net cash rates" so much as with the prices which newspapers accept for space. Satisfy newspapers as to your credit, and fight for position, the best in the paper, and take no other. Pay promptly every quarter (or monthly if they prefer), but don't pay in advance.

Fourth.— Take every daily and weekly in the towns of required size within the territory fixed upon, unless there are good reasons for leaving out some on the score of exorbitant demands or insufficient and valueless circulation. Make a yearly contract, with an option for successive years if you can get it.

Fifth.— Let your ad. refer inquirers to you direct, and have an attractive little illustrated catalogue and price-list to send such. Offer to send samples if possible, free of express charges on receipt of price.

Sixth.— After your ad. has run three or four months, have a bright salesman visit the towns with samples of goods. In making sales let the salesman make use of the advertisements in the local papers as a leverage to aid in securing orders, by offering to put the dealer's name to the bottom of the same provided a good sized order is received. The advertising will be appreciated by a live dealer; he knows what it means, and often values it more than you think.

Seventh.— Remember that when you start in to advertise your specialty you largely destroy the competition in prices; it is thenceforth a competition of goods only. Keep the prices stiff and stand by them. Give the dealer a chance to make a good profit; he will work the harder for you. Fix your terms of sale, insist that they shall be religiously lived up to, and put the same always in black and white. Avoid "lame ducks."

Eighth.— Get the best man in town to handle your goods, and confine your dealings to him. If you cannot secure his order at first, hammer away in his local paper harder than ever; he will come to you in good time. Consign no goods.

Ninth.—Follow up your customers and give them a little help in the way of clever printed matter. Right here the services of an experienced advertising manager come in play; he will more than earn his salary in getting up original and striking show-cards or other attractive things and carefully distributing the same. Here is where quality stands for more than quantity.

This plan of advertising might be supplemented (if the article is well adapted for mail-order trade), to good advantage by a quarter-page the year round (and spurts of a half page in the season) in four or five (but no more) of the best magazines, and perhaps one or two trade papers representing the trade to which your specialty belongs; but go no farther. Bear in mind that one of the four requisites, ABILITY, carries with it the ability to say gently but firmly — No.

At the end of the first year if the business gives promise, the territory can be extended — another state or two taken into the fold. My pref-

erence, however, would be to gradually take in the towns below 5,000 having newspapers, and those above 50,000, in the same territory rather than to extend the field. In the large cities (over 50,000) within your fixed territory, a selection of two of the best dailies for every other day will be sufficient, at first.

Remember your first year's advertising is largely an investment which you will never realize on without following it up; it is the second, third, and fourth years which will tell with tremendous and accumulative force.

Sometimes people are apt to think that newspaper men make use of this last argument because it is intended to bring grist to their mill; but I am not now in the newspaper business, nor am I interested in any advertising agency. I make the above statement, however, positively and deliberately — *because I have found it so.*

In closing I wish to impress the importance of the details mentioned herein. There is not one of the points named in this plan that an advertiser can afford to neglect; to do so will invite costly experience.

But if adhered to in all details, with the four requisites to start with, I firmly believe success, signal and most bountiful, awaits him who has the nerve to make the venture. It is the broad-gauge to fortune.

Brief, But Strong

BY O. BIARDOT,

Treasurer, The Franco-American Food Company, New York.

REPLYING to your request we beg to state that the number of publications which should be used to cover the entire United States, depends on how thoroughly you wish to cover the field. If you take for example, the *Youth's Companion*, it undoubtedly reaches everywhere, but ten or twenty publications would of course be better than one.

We believe in changing constantly the advertisements in the weekly and monthly publications, although in a weekly paper, the same cut or reading matter could be used advantageously two or three times.

The advantage we see in changing the cuts constantly is that the reader may not find anything in the two or three first ones to attract his

attention, while he may see something in the fourth which would suit his fancy and make him buy the article.

The question of whether it is better to reach the consumer by advertising to the retailer, or else to cater to the consumer direct, in our opinion depends upon whether you are trying to introduce an article upon its merits, or the price.

If your article is such that you feel sure that the consumer will buy it after he has tried it once, the consumer is the friend you must look for; but if on the other hand the advertiser bases himself on how cheap his article is, the retailer is the one he should go for on account of his being always ready to take in a cheaper article whenever his attention is called to it.

As for the amount of money which can be used in covering the United States fairly well, this depends altogether, we think, upon the personal means of the advertiser. Our policy has always been to allow a certain percentage of advertising for the amount of business done. It may possibly not be the best way, but it is a safe one.

We believe also in a partial use of cuts so as to enliven the reading matter and render the ad. more attractive.

Advertising Pointers

BY E. G. HUBBARD,

Secretary and Treasurer, Larkin Soap Mfg. Co., Buffalo, N. Y.

A FEW days ago a fine-looking gentleman called on the writer, and after depositing his eight-dollar election hat on the desk, produced a card embossed in gold and white, with beveled edge, and on this card was the name John Smith, advertising agent for the *Big Six*. Beneath this, in artistic letters, which could be read, however, at a glance, were the words, "Advertising is like making love to a widow, it cannot be overdone." Leaving to experts in this particular line whether the statement in reference to the widow is strictly true, it is very sure that John Smith knows a thing or two about advertising, for such a card, with such a bold statement, would be sure to bring a number ten smile to the face of the

bald-headed gentleman who usually presides in the advertising department. The sleek John Smith may be wrong in his logic, but he has prepared the way for his interview, and, of course, proceeds to show how the circulation on the *Big Six* is adapted to the particular kind of goods in which the victim deals. Giving John due credit (as we always like to give the devil his due) for shrewd success in advertising his own business, we will drop pleasantry and apply the test of reason to his statement that advertising cannot be overdone. I have had some very costly experience in this line. My tuition fees in the university of Hard Knocks have come very high. Perhaps I have done a great deal more advertising than John Smith, and I will say that advertising most certainly can be overdone and very often is. There is no better way to lose money than in advertising; it dissipates a fortune at Empire State express speed. It is a very difficult thing to hold business together, but there is no way in which decay can be hastened like unto the falling into the hands of a designing advertising agent. A man may lose money in business by improper purchases of stock, by getting goods out of season, by making bad debts, through dishonest clerks, and by failure of banks; but these are as naught compared with injudicious advertising; and how very easy it is yet to advise a man to "advertise judiciously!" Any man who ever inserted an advertisement supposed at the time he was acting judiciously. The question is, When are we judicious? and my disinterested advice to a man about to advertise would be "don't." This may sound like a pessimistic statement, but the editor has asked for facts based on experience and now he has them; let him insert them if he dare. It seems that all the good things in life have a terrific penalty attached for their misuse. The religious instinct in man we say is good, and yet wise men know that religion, taken the world over, running as it does from throwing babies into the mouths of crocodiles, burning women on funeral pyres, on up to the fanatic who loses his balance of mind and is carried away to the insane asylum, produces much misery and has caused more bloodshed than all other causes combined. Love brings about untold heartaches and causes many suicides; yet I am not prepared to state that love, under right conditions, is not a blessing, and the religious instinct, properly exercised, is not a benefactor, and in spite of the dangers of advertising I am not prepared to say that advertising is a complete curse. In fact, to say so would be to belie my own

actions. This month we have expended the sum of ten thousand dollars in space in religious newspapers making an offer calling for ten dollars. The result is that the advertisement is bringing in remittances at the rate of four thousand dollars per day, and this rate of receipts will continue for the next three weeks with a gradual falling off, but the good effects of the "ad." will be felt for a full year. Advertising can never be a science, in the true sense of the word, as there are no fixed laws on which to base calculations. In astronomy we can figure that a certain planet will be in a certain position in a certain moment, ninety-nine years hence, but who can say what the returns of an advertisement will be; even the experts are at sea. The conditions are so shifting and so little understood. There are a few general laws, however, partially analyzed, and it is my opinion, after carefully reading the proof-sheets of this book, that the author has covered the various phases of the business in a most masterly manner, probably better than has ever been done before.

An Advertising Experiment

BY FRANKLIN MURPHY,

President, Murphy Varnish Co., Newark, N. J.

I AM asked to say a word on advertising from my standpoint, but my standpoint is so out of the common that I fear it is not interesting except to the few similarly placed. Varnish goes to the carriage and the car builder, the piano and cabinet maker, the house painter and decorator. The general public don't buy it, they buy things with it on.

The problem was to see if a business, already largely successful, whose advertising had been confined to a few trade papers and circulars and a judiciously selected assortment of advertising bric-a-brac of a rather superior quality, could be made more successful by general advertising.

Has the problem been solved? I don't know. The business continues to grow, but it has always continued to grow.

Has it grown more than it would without the advertising? I don't know.

Has general advertising paid us? I don't know.

We keep it up and we propose to keep it up until we know it don't pay. That turns the subject around, perhaps, but that's because we believe in advertising. It is not a question if advertising pays in an article the general public buys, that question is settled; the question is, with us, does general advertising pay in an article the general public don't buy directly?

Our method has been to choose our mediums carefully from the highest class of weeklies and monthlies. The daily newspaper we have considered out of the problem. The use of our space we regard as second only in importance to its selection. Neither time nor trouble is spared in the preparation of our matter, which includes a studious choice of plain and simple speech. The matter is prepared with the idea that our work receives but a glance and must do its work in that glance.

We can interest the public in varnish. We can, perhaps, succeed in getting our name associated with quality in varnish. That is something. But we can do more. Our advertisements reach every important buyer of varnish, and should have, and do have, as we view it, a direct effect on them. Besides they cause more or less of that general talk arising from the advertisement of a new thing of which part at least reaches the buyer and helps the advertiser.

Loose and careless advertising, of but little use ever, is worse than useless for an article which reaches the public at second hand. One may better save his time, and trouble, and money. All the art of the science must be utilized.

There is a pleasure in this kind of work just as there is a pleasure in doing good work of any kind. But quality in what is advertised is not more important than quality in the advertising itself. A failure in either is failure complete.

Trade Papers from an Editor's Point of View

BY A. O. KITTREDGE,

Editor of *Business* and *Metal*, New York.

THE most important changes made in trade papers during the past ten or fifteen years have been in the editorial department. From the basis of no particular plan, except to bring out the paper on time without blank

columns, steady advancement has been made, until to-day, the requirements and the standards in the offices of the leading trade papers are more exacting, in many respects, than those of the leading dailies and high class literary weeklies. Neither editor nor staff writer, at present, can hold his place on a trade paper of standing and influence by literary ability alone. In addition to skill in writing, he must have practical familiarity with the subjects discussed.

Formerly the plan of starting a trade paper was very simple. Having found a trade or industry in the interest of which no paper existed, or which was only partially or inadequately represented by trade papers, there remained two elements to be provided, an advertising solicitor, the first and most important of the two, and a man who could write a little and fill up the space necessarily devoted to editorial (?) features with clippings from exchanges that were conducted upon the same high (?) plane of technical excellence. The man who discovered the need for a new trade paper, or the opportunity for starting a new enterprise of this kind, was in most cases the advertising solicitor, and in carrying out his plans he never invested more than his time, until enough "pay-business" was secured to guarantee the expense of the first issue. Frequently the assistant, called by courtesy the editor, was not engaged until several numbers of the paper had been brought out, and a margin had been secured to cover this additional expense, for, to provide cash capital for a trade paper was, in those days, an unheard-of measure.

Starting in this way, with the editor at the foot of the ladder, everything above his, and nothing in the economy of the enterprise any lower down, there was only one of two things possible, either the editor must drop out entirely, or he must advance in influence and importance.

Trade papers exist for the advertising patronage they can secure, and with an experienced advertising solicitor at the head of the paper, the natural field for the editor was to help that person, not by actual soliciting, but by making the paper worthy of the patronage sought. Advertising patronage depends upon circulation; not merely upon the number sent out, but upon the copies subscribed and paid for, and also upon the character of the constituency taking the paper. Right here the editors of the early trade papers found their greatest opportunity of usefulness. It was for them to make their papers worth the subscription price, and the fact that

some of them succeeded in doing so to a marked extent is evidenced by the valuable business properties which have been built up with their assistance. Some of the older papers hold their positions in the trades with less of this work done upon them than others, but this is easily explained. The advertiser is often a creature of habit, and having commenced to advertise in a certain paper he continues to support that paper, notwithstanding younger papers more worthy of his patronage are in the field.

The work of the editor of the trade paper, however, is not yet done. It is at the beginning rather than near its close, and everywhere the influence of the editor, apart from the paper itself, is becoming felt and recognized. Further, new fields of editorial usefulness are being discovered almost daily, and to the credit of the editorial fraternity, be it said, they are being regularly and rapidly occupied and thoroughly worked.

The ideal trade paper is one that is helpful in the broadest sense of the word, to all in the trade addressed. Its editors, contributors, correspondents, and all the other members of its force, should be in sympathy with the business and technical interests of the trade, and they should be able, by training, to contribute to the material progress of the trade. Literary ability, in any journalistic enterprise, is of great importance, but literary ability alone is a very poor qualification for the editorial responsibilities of a trade paper. It is far more important that the editor should understand the trade discussed than that he should be able to write gracefully or with poetic fervor.

The editor of a trade paper should be able to speak with authority upon all the questions that arise in the trade he addresses. While it is well to reflect the opinions of prominent men in the trade, it is better for the editor to be able to form his own opinions in the interest of the trade at large and to give voice to them in a way to instruct. His opinions will be received as an unbiased expression of views, while those of men in the trade will always be received with allowances for pocket interest.

The trade paper has the opportunity to do for a trade at large what no other organization can do for that trade. Properly conducted, it enjoys the confidence of every member of the trade, and becomes the designated repository of numerous facts vital to the trade in the aggregate, and of prime importance to the individual interests when taken singly. The

editor of a trade paper receives these facts confidentially in the interest of the individuals, and bases his editorial utterances upon them in the aggregate in the interest of the trade collectively.

The editor of a trade paper has two separate and distinct constituencies to serve. On the one hand, there is the subscriber who pays for the paper for the information that it contains, and on the other hand is the advertiser who pays for space in the paper in which to announce his goods in a way to reach the eyes of those who subscribe for and read the paper. To mix these two constituencies, or fail to discriminate between them, leads to confusion in editorial management and retards the progress of the paper making the mistake. If a trade paper is edited entirely in the interests of the advertiser, the subscriber has good reason for complaint, for he is not getting that for which he pays. Hence it is very commonly found that those papers, which are essentially advertising sheets, fail to secure subscription patronage. On the other hand, the advertiser has certain rights, and the editor who disregards those rights, and discriminates against the advertiser, keeps out of his paper a large amount of business which otherwise might be secured for it.

These two constituencies, subscribers and advertisers, demand a careful division of the forces of a trade paper. Neither editor nor editorial writer should solicit advertising. The temptation is ever present with the advertising solicitor to court favor with the advertiser, and therefore when the solicitor controls editorial utterances, the subscriber is likely to be defrauded. With the editor independent of the advertising patronage of the paper, he has the opportunity to be impartial, and to manage occasional brief references to the advertisers in his pages, so as to make the advertising of greater advantage to those who pay for space than would otherwise be possible.

In the way of being helpful, a trade paper has the opportunity of serving the subscriber by giving him information about the business in which he is engaged, in keeping before him the improvements in the trade upon which he depends for a livelihood, and in crowding upon his attention the latest and best literature bearing upon his art. On the other hand, the trade paper has the opportunity of helping the advertiser, be he manufacturer or dealer, by a different kind of work. It can assist in cataloguing, in illustrating, in editing, and arranging advertising, as well as in

publishing advertising, and very frequently by giving information concerning the arts and trades on a higher plane than is demanded by the ordinary subscriber. In effect, the editor of a trade paper becomes the intelligent and appreciated helper of all in the trade, whether in the class of subscribers or in that of advertisers.

The relationship of one trade paper to another frequently comes up for discussion, and is something which may very properly be referred to herein. I hold that the same courtesies ought to prevail between competing trade papers as are current between establishments in any other line of trade. Perhaps the crucial test, in matters of this kind, is the willingness of one trade paper to advertise another trade paper. On this point I have been said to hold advanced opinions, and yet, when it has come to a practical application, as it did a short time since, I have found that certain portions of the trade press are willing to practice that for which I have long contended. When I brought out my new paper, METAL, the publisher of *The Iron Age* and the *Metal Worker* refused not only to advertise it, but also declined to longer continue to advertise its elder brother, BUSINESS, which had been regularly kept before the readers of one of the papers named, for some time previously. Contrasted with this is the action of *Hardware*, New York; *Heating and Ventilation*, New York; *The American Artisan*, Chicago; *Stoves and Hardware Reporter*, St. Louis, and others which not only admitted preliminary announcements of METAL to their columns at regular advertising rates, but in some instances went so far as to give the new venture very pleasant editorial notices, notwithstanding the fact that the new candidate for favor promised to be their active competitor. The leading magazines advertise each other, as do also the various church papers and literary weeklies. The daily papers use the columns of their contemporaries for their advertisements, and from all that I can now see, the day is not far distant when the trade papers will be upon the same high plane of business reciprocity.

As numerous as trade journals are at the present time, I think the industry of trade journalism, if I may be allowed the expression, is yet in its infancy, and that the future of building business will employ the trade press to an extent at present unknown. Division and sub-division, I believe, are likely to continue, until every branch of trade will have its

own special periodical presided over and edited by the brightest man in all the trade, and the one best able to give information and profitable pointers to those who are actively engaged in making, buying, and selling within the limits of that trade.

What trade papers can do, and are doing in many directions in collating statistics and in gathering trade news, I shall not stop to discuss, for in these departments trade journalism crowds very closely upon certain divisions of the journalism of the daily press. It is the growing importance of the technical side of the trade journalist's work that I desire to emphasize.

Truth In Advertising

BY W. L. DOUGLAS,

The Famous Three Dollar Shoe Man, of Brockton, Mass.

"TELL the truth and shame the devil," is what our parents endeavored to instil into our minds when youngsters, and in my opinion it is a good thing to remember through life, especially if an advertiser. It has been my experience in advertising that the closer you stick to the truth, the better it will be for you in the end, and I have endeavored to fulfil to the letter, every claim I have ever made in regard to my shoes, and I firmly believe a large part of my success is due to the fact of my not attempting to deceive the public through exaggerated or false statements in my advertisements. It may pay for awhile to deceive, but in the end you will find your balance on the wrong side. Some people are rather incredulous about statements made in advertisements, condemning all alike, whether true or false, and the sooner you can convince these that everyone who advertises does not lie, the sooner you will elevate advertising to the standard in business to which it properly belongs. Be very careful when preparing your advertisements that nothing will appear to deceive your expected buyers; select your papers carefully, and you will never regret the use of printers' ink.

BOSTON OFFICE,
228 DEVONSHIRE ST.

NEW YORK OFFICE,
TRIBUNE BUILDING.



Comfort has the largest guaranteed circulation of any publication in America — over twelve hundred thousand.

Its original copyrighted prize features render it the Household God of the mighty middle classes, whose wants include everything from a paper of pins to a piano, and whose purchases amount to hundreds of millions annually.

Its success is unparalleled in newspaper history, and its price—25 cents per year—is the marvel of the age. It is published for all and is liked by all. And, "If you put it in Comfort it pays."

Advertising space may be secured of responsible agents and of us direct. THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, Tribune Building.



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